Analysis on the dimission situation and influencing factors of medical staff in a public hospital in Guangxi Province

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Abstract

Public hospitals are the main force of China's medical and health undertakings. With the gradual expansion of civilian-run hospitals, brain drain has become an important problem affecting the sustainable development of public hospitals. Based on the Chinese public hospitals in guangxi as investigation object, through the method of literature study, interview, in recent years, the number of staff leaving the company to the hospital, educational background, professional title, working years, and so on and so forth comprehensive carding, analysis of the main causes of his departure at the same time, and give some advices to strengthen hospital human resource management, provides the powerful talent support for the long-term development of the hospital, So as to enhance the comprehensive competitiveness of hospitals.

Keywords: public hospitals, medical staff, departure, factors.

Iintroduction

Research background

With the comprehensive deepening of the medical reform, China's requirements for public hospitals and the general public's demand for high-quality medical services are constantly increasing, so public hospitals must assume the heavy task of the development of national medical and health undertakings. At the beginning of 2020, COVID-19 swept Across China. Public hospitals were the main force in the battle against the epidemic. 346 medical teams across The country assisted 42,600 medical workers in Hubei province, almost all of them from public hospitals. Nowadays, the reform of China's socialist market economic system has been gradually improved, and the medical market has been opened and developed, thus forming a diversified, multi-form and multi-channel pattern of medical service institutions with public hospitals as the main body, sino-foreign joint venture hospitals, private hospitals, individual hospitals and other operating modes. According to data from China Statistical Information Center, the number of private hospitals increased year by year, from

7,068 in 2010 to 2,22081 in 2019, an increase of 3.12 times; In contrast, the number of public hospitals decreased from 13,850 in 2010 to 11,891 in 2017. The situation of one dominant public hospital is gone forever, and the competition among hospitals is becoming increasingly fierce. If public hospitals want to take an advantage in the competition, they must grasp the core resource of public hospitals -- human resources. The medical and health industry is characterized by strong professionalism, high technical content, high work risk, high work intensity and great work pressure. Therefore, the medical workers need to have high professional technical level and rich work experience. Therefore, human resources are the most valuable resources in the medical and health service system. Public hospitals as a knowledge, skill and experience highly centralized organization, medical personnel at the core of human capital is the core of hospital competitive power, the flow of medical personnel, especially the high quality talented person's outflow can reduce hospital professional characteristics and competitive, this problem has caused more and more the attention of hospital managers and human resource managers.

Research question

The sample public hospital is an affiliated hospital of a comprehensive university. It is a grade III, A class A hospital and used to be a hospital with great influence in the region. With the increasing competition in the medical market in the region, the medical business income of the hospital has been losing money for years, and the turnover of medical staff is prominent. Although personnel flow is inevitable when social productivity develops to a certain stage, it has both positive and negative sides. Reasonable personnel flow can promote the optimal allocation of personnel structure and the redistribution of human resources. However, frequent staff turnover will damage the cohesion and production efficiency of the organization, resulting in a negative impact on the organization. Therefore, this paper focuses on the number, structure, professional title and educational background of all kinds of medical staff in sample hospitals to explore the main factors affecting medical staff dimission.

Research purpose

As China's new health system reform comprehensively deepen and the continuous development of market economy make medical personnel flow, medical personnel stage, the current public hospital staff turnover rate has a tendency to increase year by year, the status quo of worrying, to stabilize the public hospital human resources structure, in order to retain personnel for the development of public hospitals, This study investigated the current situation and influencing factors of personnel outflow in sample hospitals from 2015 to 2020 to understand the situation and characteristics of floating personnel, explored the dynamic changes of medical personnel in sample hospitals in 6 years from time, and understood the reasons of personnel outflow through interview. It provides suggestions for the managers of sample hospitals to better manage personnel, and continuously improve the comprehensive competitiveness of the hospital to promote sustainable and stable development.

Research scope

Medical personnel discharged from a class A, grade III public hospital in Guangxi, China from 2015 to 2020.

Research significance

The survey of the sample hospitals in this paper is conducive to a comprehensive understanding of the basic situation of the sample hospitals and the situation of staff flow from 2015 to 2020, which is conducive to the establishment of crisis management awareness of the hospital, the cultivation of talent echelon, the development of long-term human resources planning, and the realization of sustainable development of the hospital to provide talent support. At the same time, it also provides reference for local health administrative departments to formulate health personnel management policies and allocate health human resources effectively and rationally.

Theoretical framework

Lewin's field theory

It was put forward by American psychologist Lewin. He studied the impact of the working environment on the performance of the staff from the environmental conditions of the staff in the department and demonstrated the necessity of personnel turnover. Lewin proposed the formula for the relationship between individual and environment:

$$B=F(P*E)$$

In the formula, B represents the individual performance of the staff; P refers to one's abilities and qualifications; E refers to the staff environment. Lewin believed that a person's job performance is related to his ability to do the job and closely related to his environment (that is, his "field"). If the staff is in a disadvantageous environment, such as improper professional, bad interpersonal relationship, unfair salary treatment, he is in a bad mood, his intelligence can not be put to use, even if he is strong, it is impossible to achieve better work performance. It is often difficult for a staff member to change the environment under normal circumstances so the way to change is to leave that environment and move to an environment that is more suitable for him and that is the flow of talent.

Congruence of goals theory

Japanese scholar Yoshiro Nakamatsu put forward the "goal congruence theory" in his book The Equation of Human Relations. When personal goals and organizational goals are identical, an individual's potential will be fully developed. When the two are inconsistent, one's potential is suppressed. At this time, there are two ways to solve this problem: one is to take the initiative to move closer to the organization's goals, guide their own aspirations and interests to the direction of the organization, and strive to be consistent. It is often difficult to do so, either because differences in values are difficult to bridge, or because interpersonal conflicts are difficult to overcome, or because business alignment is difficult, which makes the gap between personal and organizational goals difficult to resolve in the short term. The second is to be able to flow, flow and personal goals more consistent with the new unit to go. Since the direction of individual efforts is consistent with the expectations of the organization, the initiative and creativity of individuals will be fully brought into play, forming a virtuous cycle.

Based on the above theory, the public hospital medical personnel in the current Chinese medical environment, due to the hospital diagnosis and treatment technology, business scale, income gap, the work environment, employees medical staff from think to have a certain ability and technical advantages, the current working environment and income level can not meet the expectations, There will be a desire to work in a better environment, a higher level of hospital.

Research hypothesis

Through literature research and interview, this study analyzed the collected data and materials to confirm the following hypotheses:

Hypothesis 1: More nursing staff quit than doctors;

Hypothesis 2: The turnover of senior professional title personnel is more than that of lower rank personnel;

Hypothesis 3: The turnover rate of staff outside the establishment is higher than that of staff inside the establishment;

Hypothesis 4: The dimission rate of employees who just started working is high;

Hypothesis 5: Remuneration is the most important factor affecting the turnover.

Literature review

With the deepening of the reform of the medical system and the increasing marketization of the whole society, Chinese scholars have paid more attention to the mobility of health personnel.

In terms of personnel turnover, Wang Lanyu (2012) found in his study of a provincial grade A hospital from 2000 to 2010 that people with higher education levels are more stable, while those with lower education levels have relatively high mobility. In addition, there are more people with senior professional titles leaving, and nursing staff mobility is the strongest. Wang Tingyu [2016] studied the flow of doctors in Quanzhou First Hospital from 2008 to 2014 in combination with human capital theories such as field theory, and the research results showed that the flow of doctors in Quanzhou First Hospital, the number of brain drain and the rate of brain drain generally showed an upward trend. Zhang Biao (2014) studied the talent flow mechanism in the health system of Qujing city, Yunnan province in combination with the goal unity theory, and the results showed that the lost talents in the health system of Qujing city were mainly young and middle-aged people, high-level talents and professional and technical talents. Wang Wei (2017) used the method of questionnaire survey to analyze the staff turnover situation of third-class A hospitals affiliated to Tianjin Municipal Health and Family Planning Commission from 2015 to 2016, and found that the main reasons for staff dimission in hospitals were high work pressure, family reasons, limited development, and pay gap. Lv Xiaoyi (2018) showed that China's health talents are generally concentrated in major hospitals and health management departments. One of the most prominent characteristics of the drain of health talents is the strong mobility of core health talents. These health core personnel are generally "three high" talents with high education, high quality and high experience, and master advanced medical technology and management technology. Hayes et al. (2006), a researcher outside China, found that among health technicians, nurses have the highest turnover rate, about 15%-36% per year. The study of Flinkman et al. (2010) pointed out that under the background of lack of definition and measurement of mobility, the turnover rate of nurses was between 4% and 54%. The survey of family doctors conducted by THE NHS in 2001 showed that 10% of family doctors planned to quit within five years. In this context, Hann et al. (2011) conducted a secondary data analysis of 1174 family doctors under the age of 50. Of these, 194 (16.5%) actually left within five years. Chen I-Hui et al. (2015) used the questionnaire survey method to investigate the turnover intention of 186 nurses in a nursing home in Taiwan, and the results showed that 12% of nurses had high turnover intention, 57% had medium turnover intention, and 31% had low turnover intention.

In terms of factors affecting dimission, Wang Xiaoting (2009) conducted interviews with 33 people in four tertiary hospitals in Changchun, and the interview results showed that the reasons for brain drain in hospitals are complex. Main job position, salary and remuneration, promotion of professional title, leadership relationship, work pressure, learning opportunities, colleague relationship and other factors. Wang Hongqiang (2012) pointed out in his study in 2012 that there was no effective way for medical institutions to deal with talent competition outside the local area. Hospitals in economically and socially underdeveloped areas do not actively take extraordinary measures to retain and attract talents; Hospitals in areas with greater economic and social development potential do not take timely measures to attract talents in accordance with local development, and often passively respond to the talent competition of hospitals in economically and socially developed areas outside the region. Based on literature research, Gilles Dussault et al. (2006) classified the factors influencing individual mobility of health professionals and resulting in uneven geographical distribution into five categories: individual factors, organizational environment, health care system and education system, institutional and policy environment, and social and cultural environment. Alastair (1996), use the method of regression to test the British health service system and employee turnover rate of labor market, the relationship between work and personal characteristics, found that the size of the private health provider data compared with the average income of local similar work wages in the two variables have a significant influence on employee turnover rate is always. The research of Harald (2006) found that higher salary level and more additional benefits would reduce the dimission rate of employees. Among them, the additional benefits have a stronger effect on the reduction of dimission rate than the direct monetary value. In addition, educational background, working years and career satisfaction are strongly correlated with dimission in different studies, while skills, skill level, education level and occupation type are not the same with dimission.

To sum up, there are many studies on medical staff turnover in all countries in the world, and the dimission situation of doctors, nurses and other medical staff varies from country to country. The factors that affect the dimission of medical staff mainly include income, working environment, personal development prospect and career satisfaction. However, due to the different stages and levels of development of health undertakings in different countries, and in the same country, different provinces and cities due to the uneven level of economic development, the development environment and medical technical force of each hospital are different. Therefore, for a specific hospital, only by studying the dimission situation of medical staff in the hospital can the real data be grasped more accurately, and the suggestions put forward can be more targeted and more valuable for the decision-making level of the hospital.

Research methods

Literature research method

Using cnKI, Wanfang Database, VIP Database, Web of Science, Pubmed and other databases to search the literature related to talents, health talents, talent theory, brain drain, influencing factors of talent flow, influencing factors of talent flow, health talents flow and health talents drain, etc. Read and analyze policy documents related to health professionals on the official websites of the Chinese government and the Chinese Health Commission.

Interview method

The interview outline was designed, and in-depth interviews (including telephone interviews) were conducted among the interviewees by random sampling. The interviewees were the leaders, human resource management personnel and ex-employees of the sample hospitals. The main contents of the interviews were the situation of personnel turnover in the hospitals in recent years and the factors affecting personnel turnover.

Findings and Conclusions

The general situation of those who left

From January 2015 to December 2020, a total of 416 people resigned, including 83 official staff, 333 non-staff, 106 men and 310 women. The number of departures in each year is shown in Figure 1.

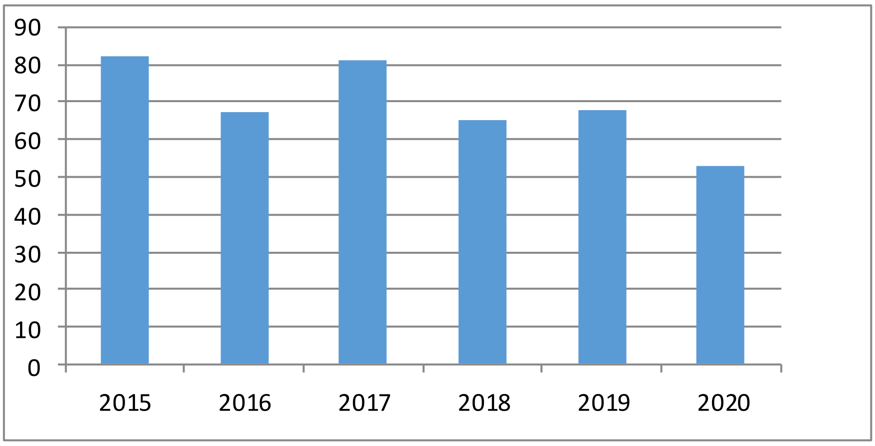

Figure1 Turnover of medical staff in a hospital in Guangxi from 2015 to 2020

Statistics on hospitalization years of ex-staff

According to the statistical results, the number of those who have left the hospital for less than 5 years is 253, accounting for 60.82%, followed by 113, accounting for 27.16%, 23, accounting for 5.53%, 13, accounting for 3.13%, and 14, accounting for more than 20 years. Accounted for 3.36%.

Statistics of professional titles of staff who quit

Among those who quit, 20 have senior professional title above deputy chief physician, 45 have intermediate professional title, 334 have junior professional title and 17 have no professional title. Among them, 126 are doctors, 224 are nurses and 66 are other series.

Degree statistics of former personnel

According to the statistics, there are 15 people with master's degree, 175 people with bachelor's degree and 226 people with junior college or below. At present, there are only 2 people with PHDS in the hospital.

Category statistics of personnel who resigned

According to the statistics, 126 doctors, 224 nurses, 29 medical technicians and 37 others quit their jobs. The specific proportion is shown in Figure 2

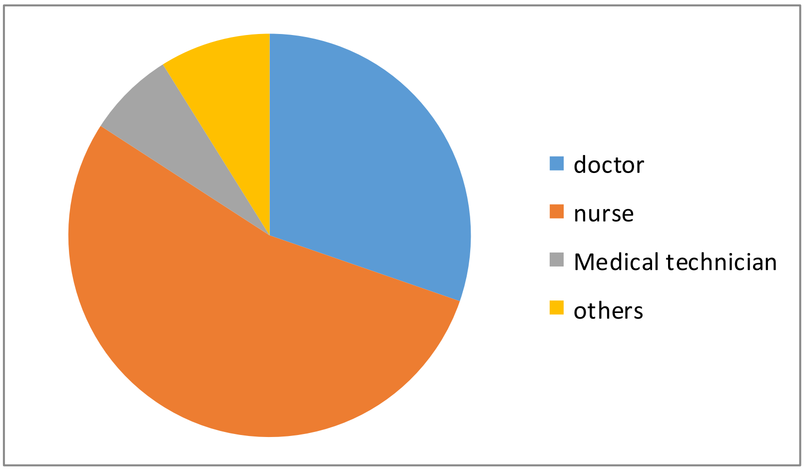

Figure 2 Proportion chart of various kinds of medical staff leaving the hospital

Factors affecting personnel turnover in public hospitals

It can be learned from the interview that factors affecting personnel flow in public hospitals are diverse and complex. According to the interview, factors affecting personnel flow in public hospitals are summarized as follows:

First of all, interviewees generally believe that the most important factor is remuneration (85% of respondents). Compared with other industries, the medical industry has its particularity, which requires medical staff to have rich theoretical knowledge and superb medical technical level. As it is closely related to people's life and health, it bears a greater risk, so medical staff should be given a higher reward. At this stage, because the sample hospital business income level, there is a big gap with the same level hospital medical staff wages is out of step and pay the labor, employees can't change, can only choose flow, so many have certain business level medical personnel to choose to other public hospital compensation better employment or people operating hospital.

Secondly, staffing is considered to be an important factor affecting staff turnover. The establishment of public hospitals has always been regarded as an "iron rice bowl", a sign of stable work, especially in Guangxi, where people tend to be traditional and attach great importance to the establishment. In the sample hospitals, 80 per cent of the staff leaving the service were non-establishment staff. Due to the health administrative department for approval to the hospital personnel is limited, BianZhiShu cannot meet the needs of hospital business growth, mass hiring for hospital staff, compared with the hospital has staff, contract workers at a lower salary than the staff it is a great deal of unfair for hiring, so hire personnel liquidity is stronger than the staff.

Conclusion

First, because the nursing staff in the sample hospital have low educational background and professional title, most of them are hired staff, have no staff, have relatively free flow, and have lower treatment than other professional and technical staff in the hospital, so the dimission rate of nursing staff is the highest among all medical staff.

Second, young people who have just started work are full of vitality and active thoughts, full of freshness to work, and full of uncertainty about the future. As there is no family burden, their mobile cost is relatively low. Therefore, medical personnel who have worked for less than 5 years in the sample hospitals have the highest turnover rate.

Three is due to the senior title of professional work often takes a long time to get, though to some extent represents the ability of professional titles, titles, the higher the ability stronger the more capital flows, but long working life of the staff within the unit input more human capital, the working environment and interpersonal relationships are more familiar with, they are more reluctant to leave the organization, Therefore, the turnover rate of staff with high professional title in sample hospitals is lower than that of staff with low professional title.

Fourth, remuneration is the most important factor affecting medical staff's dimission.

Recommendation

First, to establish a fair salary system and distribution system. Salary has always been the focus and difficulty of medical and health system reform. It is the monetary embodiment of talent value and has an important impact on the flow of health personnel. Reasonable salary distribution system can not only save hospital manpower cost, but also mobilize staff's enthusiasm. What should be considered is fairness. The salary should be commensurate with each person's workload, and the salary gap should be narrowed as far as possible for talents who are equivalent in terms of length of service, education, professional title, job nature, job risk, performance and special contribution. The salary distribution tends to be in the departments and practice categories with high technical content, high-risk types of operations and high intensity of operation. Only a fair salary system and distribution system can attract, select and retain talents.

Second, attach importance to non-staff and improve the reward mechanism. Non-staff have gradually grown into the backbone of the hospital and play an important role in the daily operation of the hospital. Their departure will bring great loss to the hospital. Whether or not a talent feels fairly paid affects whether or not they stay. Pay differences should be eliminated, and equal pay should be achieved between the employed system staff and the regular staff, so as to improve the job satisfaction of the non-regular staff and their sense of occupational fairness. Not only in terms of salary and treatment, but also in the evaluation, evaluation, professional title promotion and punishment, fair, just, open, transparent, to provide equal learning opportunities for non-staff, to provide a good platform for their development, so that their self-value can be realized.

Third, vocational guidance for young medical staff should be strengthened. The most frequent period of medical staff turnover is the beginning of their career. Hospital managers have the obligation to pay attention to the growth of young medical workers, guide them to plan their career, and build a platform for them to exchange and reasonably flow in the industry. They should not blindly choose jobs, get employment or change jobs. At the same time, more training and further study opportunities are provided for them to broaden their vision, clarify their own positioning, set up their development direction, and guide them to combine what they have learned with what the hospital needs.

Fourth, establish a flexible talent flow mechanism. Talent flexible flow refers to break the traditional household register, archives, such as identity of the cadre and personnel system, without changing the talent under the premise of subordinate relations with former unit, after consultation, two-way choice, and freedom, the talented person to rent long borrow "flexible approaches such as sharing, to maximize talent value, realize the" flow "of intelligence. From the Angle of public hospitals, the flexible flow of trained personnel in is a inevitable problems in the process of human capital property right on the ownership of the problem, so should establish an effective personnel management system, implementation, and medical personnel agree on each other's responsibilities and obligations, rights, and the use of human capital and income distribution, safeguard the interests of health talent already so, It is also public hospitals that benefit from mobility.

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Current Situation and Progress of Research on Design Thinking

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Abstract

By analyzing the relevant research results of design thinking, this paper summarizes the development history of design thinking, and discusses the research progress and trend of design thinking. The field of design and management is still the focus of current design thinking research. It can be concluded that combining cognitive science and theory, using parametric and digital means, the research on the transformation from focusing on the practice of qualitative methods to focusing on quantitative process cognition will be an important direction for the development of design thinking in the future.

Keywords: design thinking, innovation method, management innovation, design innovation

Introduction

Innovation is the primary driving force for development. Innovation is the most important quality of enterprise management. Design thinking is a way of thinking, a way to solve problems, and a process to achieve innovation. Design thinking can help enterprises create different innovative products or services, provide more possibilities, increase business value and improve corporate performance.

Research Background

It has a history of at least 40 years in the field of design research. In the non design field, design thinking is considered to be an effective strategy to solve "thorny" problems. In 1991, DTRS (Design Thinking Research Symposium) officially opened the academic topic of design thinking. As an innovative design paradigm, design thinking is widely used in the fields of commerce, health care and education. On the one hand, the application field of design thinking is expanding, and it is ambitious to become a new discipline. On the other hand, the academic community has different perspectives and views on the understanding of design thinking, and has not yet formed a unified regular understanding. There are many concepts of design thinking that need to be clarified, and a large number of cross domain design practices are still needed to verify and optimize. Therefore, it is necessary to sort out the current situation and progress of design thinking research and clarify the future direction of design thinking.

Research Problems

The research on design thinking can reveal the thinking process of successfully producing design products, help to increase the understanding of the internal operation law of design, deal with different problems, and create more value.

The definition of design thinking continues to evolve and develop. Understanding design thinking from the perspective of cognitive theory and target object evolution can be divided into three ways: one way of thinking, one way of problem solving and one way of innovation (Kimbell, 2011)

(1) Design thinking is a way of thinking. The 1960s was an important stage in the development of design thinking and cognitive science. Simon (1969) took the lead in proposing design science. He believed that design is a way of thinking and pays attention to creating new things, while other disciplines only deal with existing things.

(2) Design thinking is a way to solve multi-disciplinary thorny problems. Rittel and Weber (1973) first proposed that "design is the concern and exploration of thorny problems" to study human experience and perception. As a solution to difficult problems, design thinking shows universal applicability and interdisciplinary characteristics in research.

(3) Design thinking is a people-centered innovative way. From 1980s to 1990s, Stanford University introduced design thinking to solve problems in the field of business management.Tim brown, founder of IDEO, believes that design thinking is a methodology that balances feasibility, durability and desirability (Brown, 2008), and a people-oriented all-round innovation based on multidisciplinary team cooperation (Eder, 2009). Design thinking has found a foothold in the commercial field. Obtaining creativity with design thinking has become a key factor for the success of commercial organizations.

Objective of the Study

This paper tries to summarize and sort out the research status of design thinking and analyzes the emphases and trends of design thinking research. It is necessary to analyze design thinking from a macroscopic perspective in order to provide guidance for further research.

Scope of the Study

Most scholars focus on the theoretical system and practical methods of design thinking. Previous design thinking seminars DTRs discussed design research under a wide social background, paid attention to the activities and external results in the research process, and studied the role of design thinking in business, industry, education, social services and other fields, as well as practical application methods and strategies (Cross, 2018). with the wide application of design thinking, its method is constantly optimized. For example, IDEO puts forward the three-level design thinking model of "inspiration conception → implementation", Heather Fraser puts forward the three-level design gear method of "empathy and profound human understanding → concept visualization → strategic business design" (Heather, 2007), Sanders puts forward the method of "say → do → make" (Sanders, 2002). It can be seen that the research of design thinking shows a tendency to expand from original research to application practice, but it also exposes some problems.

Research Significance

Design thinking is regarded as common and humanized designer thinking. With the lower and lower threshold of design thinking, complexity is gradually exposed in popular application. At present, the research on design thinking mainly focuses on the description of behavior, phenomena and results, and lacks internal causes and empirical application research. Most of the research results are scattered theoretical fragments and models, lack of system integration and a large number of cross domain design practices to verify and optimize.The existing empirical research on design thinking is mainly from the perspective of designers, with strong subjectivity, experience and abstraction, and lack of quantitative scientific research.

Literature Review

In Table 1, G1 can be described by the core words of "cognitive psychology ". The most frequent keywords in this group are design cognition and cognitive theory / Science / embodied cognition. This group of literature mainly studies the process of design thinking from the perspective of cognitive science and cognitive theory (Robert, 2017). According to the research characteristics of G1 keywords and related papers, paying attention to human emotion, starting from practical research, introducing cognitive science, especially the methods and mechanisms in the field of embodied cognition and neuropsychology (Lindgaard & Wesselius, 2017) and carrying out parametric and digital modeling of design thinking can provide useful help for engineering discipline to learn design thinking, which will be a breakthrough in the future development of design thinking.

G2 focuses on the "management field". The most frequent documents in this group are DT's framework / structure, business school / strategy / model, and managing uncertainty. This group of scholars mainly study the framework and structural problems of design thinking from the perspective of business and management. The research on design thinking in the field of management mainly focuses on how to promote the change of management process through optimization, innovation, meaning creation and metaphor. Volkava and Jackobsone (2016) analyzed Latvia's understanding of design application and design thinking, and proved that design thinking, as a business strategy, can ensure continuous value creation. Geissdoerger & Bocken

(2017) advocated that design thinking can help create added value, put forward a new value mapping framework for design thinking, stimulate the conception process through elements, and coordinate stakeholders to improve enterprise performance. Guldmann & Bocken (2019) developed a circular business model innovation framework (CBMI) based on design thinking to support sustainable business transformation. They introduced circular economy and circular business model to track the cases of six companies. The analysis found that CBMI framework is very effective for business innovation. Glen (2015) integrated design thinking into the business curriculum and proposed a six-stage innovative business model of "problem discovery ⟶ observation ⟶visualization and meaning customization ⟶conception ⟶prototype design ⟶test" to guide teachers to deal with the activities and challenges they face.

G3 focuses on "design field", and the high-frequency keywords of this group indicate that the research of this group focuses on: (1) design thinking process; (2) Innovation process or barrier; (3) Core characters / elements of design thinking; (4) Various design practices including project and concept.This group of research focuses on explaining the core characteristics of design thinking, design thinking process and innovation process through a large number of design practice, and pays more attention to the process of design thinking. Lu and Liu (2016) put forward the concept of innovative design thinking (IDT), formalizing the designer's oral statement into analytical proposition or comprehensive proposition, and guiding the designer to gradually reduce the level of abstraction and finally generate the design concept through the cycle of "designation ⟶idealization ⟶verification" at each level of abstraction. Schere et al (2016) proposed to integrate design thinking and business analysis into the product service system and build a benign and sustainable PSS by coordinating the company's resources and customer needs. As mentioned earlier, Kimberll (2011) found that design thinking tools are closely linked to organizational culture. Sköldberg (2013) also conducted critical research on design thinking: design thinking is the best innovative way in the field of management, but there are five definitions in the field of design from the epistemological level. Sohaib et al (2019) used the working set commonly used in design thinking for extreme programming prototype development and usability evaluation, proving the applicability of design thinking. The design field pays more attention to the core characteristics of product value creation, conceptual design and design thinking. Using design thinking to grasp the potential needs of users, optimize the product innovation process, enhance product value, and then enhance user loyalty is the common goal in the field of design and management.

The high-frequency keywords of G4 are human centered design, hospital and health / hospital, which can be described by "medical health / public health field".This group improves satisfaction by introducing design thinking into the field of medical and health, building relevant models, optimizing service processes and the contact points of service providers and employees in the service process (Roberts, et al. 2016; Vatne, 2018). This group papers mainly focus on the research and design thinking process in the field of public medical and health, and develop effective design methods and models.

G5 is mainly reflected in the field of "education and entrepreneurship". This group mainly studies how design thinking is applied to education, involving design education, general education, learning, engineering education and so on.Because the field of education is mostly unstructured problems, scholars use community-based learning, experiential learning and digital learning to study how design thinking can provide effective problem solving for the field of education.In addition, the research content also involves tools, methods / methodology or tools, such as the research on teaching methods or design methods.

G5 research is mainly embodied in two types: one is to study the contacts in the process of introducing design thinking into the field of education with the help of participation research (Henrisen, Richardson, Mehta, 2017); Second, through stakeholder participation / assessment, use systematic approach / thinking to study the process of stakeholder participation in social innovation and entrepreneurship, so as to promote system reform and optimization (Chou, 2018). Among them, the premise of system process research is to regard design thinking as design methodology, evaluate the degree of stakeholders' participation in the design thinking process by creating a comprehensive process framework prototype, and seek a comprehensive and strategic sustainable solution after continuous iteration.

Research Methodology

In order to have a systematic understanding of the research on design thinking, we use tools and websites such as Google Scholar and sciencedirect.com to collect 47 international scholars' research papers on design thinking in recent years, extract 34 core keywords, and analyze the research trend of design thinking through literature analysis.According to the relevance of the research contents, the research fields are divided into 5 groups (as Table 1 shown).

Tabel 1: The fields of design thinking

Groups	Field	Keywords
G1	Cognitive psychology	• design cognition • cogniton theory/science(embodied) • parametric/digital design • parametric design thinking • architecture design • practice research
G2	Management	• Organization problem-solving/innovation/change/culture • metaphor theory/meaning making • managing uncertainty • DT's challenges/dilemma

		• business school/strategy/model • DT's framework/structure • sustainability/SSD
G3	Design	• new product development • value creation/mapping • core characteristics/elements • DT's definition • feeling/emotion(needs) • design practice(project/concept/PSS) • designerly/art thinking • innovation process or barrier • design thinking process
G4	Health/Public health	• human-centered design • healthcare/hospital • care ethics/caring design
G5	Education & entrepreneurship	• unstructured problem/solving • education(design/liberal/learning/engineering) • community-based/experiential/digital learning • stakeholder participation/assessment • social entreprenurship/innovation • participatory research • methods/methodology or tools(teaching/design) • systematic approach/thinking

Findings and Conclusion

The research focus of design thinking is still in the design field, and the research focus is still the interpretation and understanding of the definition, process, core characteristics and elements, human emotion and innovation process of design thinking.However, we should pay attention to the essential difference between design thinking, designer thinking and artistic thinking.

At present, the research on design thinking has gradually extended to the fields of health care, social entrepreneurship and education, and derived many frameworks in related fields.In recent years, some scholars have integrated design thinking into computer science, such as the integration with extreme programming.With the help of design practice, the research of design thinking is showing the characteristics of interdisciplinary and interdisciplinary, but there are still a large number of undeveloped interdisciplinary research fields.

G2 mainly studies design thinking itself, including structural aspects such as framework, challenges and business model. Most of these studies are in the field of management; G3 focuses on the research on the design thinking process based on the basic problems such as the connotation, characteristics and included elements of design thinking, and still focuses on the design field, the parent discipline of design thinking.

G2-G5 mostly belong to qualitative research, which is the mainstream status and dilemma of design thinking research.In recent years, many scholars began to introduce cognitive science. At the same time, through a large number of practical research, they explored the possibility of quantitative research on design thinking in digital and parametric forms.The research on design thinking, which originated from the problems in the field of design and prospered in the field of management, is gradually changing from focusing on the research on the attribute connotation of design thinking to the extension research on the external attributes including human factors and object factors. The application field is also gradually extended to the fields of medical health, education and social entrepreneurship.

Recommendation

Firstly, there are a lot of Applied Research on design thinking, but its maturity and operability need to be developed. It is rare to study design thinking from the perspective of scientific quantification. More consideration is given to the relationship between man, object, society and nature, with strong subjectivity and abstraction.Scientific research on design thinking is the main means to improve the operability and recognition of design thinking and the trust between design objects and designers.Therefore, starting from the law of design itself, introducing scientific cognitive methods and paying attention to quantitative research will be an important development direction of design thinking.

Secondly, people-oriented, user experience, design process and structure are the main contents of design thinking research.Design thinking not only seeks innovative solutions, but also explores the significance of design itself.With the increasing application cases of design thinking, the existing logical paradigm of design thinking should also be expanded.

Finally, the interdisciplinary application of design thinking is mostly concentrated in the fields of medical health, public health, education and social entrepreneurship. As a people-oriented method, design thinking needs to constantly expand the field of practical application, constantly test and improve itself.

Conclusion

Taking design thinking as an innovative design methodology is still the mainstream concept of design thinking research. It will be a feasible direction of design thinking in the future to further elaborate and define the logical relationship between the elements of design thinking from a systematic perspective, based on the cognitive exploration of design thinking, and explore how to change design thinking from qualitative research to quantitative research.If design thinking wants to develop into an independent discipline, it must solve the problem of too qualitative in the current research. It is feasible to further clarify the connotation, clarify the framework, rigorous process, develop methods, expand practice, build theory, change from qualitative method practice to quantitative process cognition, and build a theoretical system of ontology, epistemology and methodology of design thinking in the direction of quantitative and scientific.

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Analysis On the Marketing Strategy and Sustainable Development of Chinese Cinemas In The "Internet Plus" Era

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Abstract

Today, the internet has become increasingly deeper and deeper in our life, and the global film industry has witnessed significant transformations in the past few years. Chinese cinemas are also facing opportunities and challenges in the "Internet plus" era. This study focus on the influence of the current "Internet plus" environment on the Chinese cinema market and Chinese cinema marketing strategies, providing effective "Internet plus" marketing strategies for Chinese cinemas， based on analyzing the increasingly consumer satisfaction. By literature research and quantitative research， this study found that the current consumption orientation of moviegoers had showed a trend of diversification, that is, quality-oriented, price-oriented, comfort-oriented, and convenience-oriented; Besides the elements discussed above, cinema marketing strategies should be based on the combination of contents and channels, and new media applications and marketing methods are complementary, to realize the transformation and upgrading of internetization film marketing; last but not least, cinemas should pay attention to the quality of the film itself, in order to improve the word of mouth to increase China's box office revenue. Therefore, by studying the marketing issues of film industry in the "Internet plus" era and analyzing the favorable advantages of consumers' satisfaction to support of the "Internet plus" marketing, effective internetization marketing strategy and sustainable commercial development of Chinese cinemas could be realized.

Keywords: "Internet plus", Cinema marketing strategy, consumer satisfaction, sustainable development.

Introduction

Background

The advent of the "Internet plus" era also provides an opportunity for the improvement and upgrading of China's film industry. The concept of film marketing has penetrated into all links of the film industry chain with the thinking of new media, and the traditional cinema marketing concept has an impact in the era of new media. The following has also changed (Zhang, 2010). At present, domestic research on the marketing strategy of "Internet plus" cinemas is relatively small, and it is still in its infancy. Current research is mainly focused on the impact of the "Internet plus" environment on the marketing of the film industry chain. New applications, etc. Wang Xijun conducts research on the marketing strategy of new media cinemas in the "Internet plus" era. He believes that the new trends in current cinema marketing: new media marketing, word-of-mouth marketing, etc., have strong guiding significance for the current cinema marketing strategy research and development (Liu, 2014). At present, domestic and foreign research on cinema marketing strategies in the "Internet plus" era is still gradually improving, but the research on cinema marketing strategies in the "Internet plus" era does not have a deep grasp of the new trend of cinema marketing strategies. Moreover, there is a lack of analysis on the customer consumption behavior to get the ultimate goal of obtaining the most commercial benefits. Therefore, this study will go deeper into the marketing strategy of cinemas in the "Internet plus" era to achieve sustainable business development.

Research problem

"With the gradual improvement and implementation of China's film industry policies, the development of the film industry has gradually prospered, but we also need to clearly recognize the problems of China's current cinema market in the context of "Internet plus". A few researches on the essential attributes of film products have only focused on the external forms and types of film products, such as exaggerated propaganda on the website, creating false topics and hot spots (Chen, 2017), and paying little attention to film quality and production, thus affecting sales results. In addition, at present, many outsiders do not have a deep grasp of the new trend of film marketing strategies in the environment of the "Internet plus" era, and the marketing methods are homogenized and lack new ideas (Li, 2016). And ignoring the analysis of customer value, that is, customer satisfaction, and customer satisfaction analysis is the basis for customer segmentation (Rao & Xian, 2015). Using information technology such as big data in the "Internet plus" era to segment customers and optimize marketing strategies can achieve the ultimate goal of maximizing commercial benefits while improving customer satisfaction.

Objective of the study

This article studies the impact of the current "Internet plus" environment on the Chinese cinema market, combined with the new trends in movie marketing in the current new media era. And it analyzes consumer satisfaction, subdivides customer types to find out what the Chinese cinema marketing can do in the "Internet plus" era. Through these favorable advantages and effective marketing strategies, the sustainable commercial development in the cinema industry will be realized.

Scope of the study

This study promotes the sustainable development of business by studying the factors which is affecting the marketing of Chinese cinemas in the "Internet plus" era. The research methods are quantitative research. These data focus on the Internet digital media industry such as the cinema industry and advertising industry. In addition, Marsha believes that cinema marketing should extend to the level of behavioral analysis of movie audiences. Only by empirically implementing the relevant theoretical research of movie marketing can we lead the close connection between movie marketing strategies and movie audiences in the Internet era (Marsha, 2010). Therefore, based on consumer satisfaction, finding a positive attitude that can support businesses to effectively use "Internet plus" marketing strategy so as to achieve sustainable development.

Significance of the research

New media communication is conducive to enhancing the communication and interaction between enterprises and consumers. Consumer forwarding and film evaluation not only enhance the consumer's viewing experience, but also guide the diversification of cinema services and operations (Mulia & Shihab, 2020) This article focuses on the research of China's cinema marketing strategy in the "Internet plus" era, which is of positive significance for the development of China's cinema marketing theory. First of all, it enriches the current theoretical research on film marketing, and introduces the theory of consumer behavior, optimized marketing, and customer satisfaction in the Internet plus era into the current film marketing strategy level for analysis. At the same time, this research conducts market details based on the perspective of consumer behavior analysis. It provides a new perspective for the current innovative research on the marketing strategy of cinemas in China. In addition, in the Internet era, marketing is an important link to achieve the complete development of the film industry chain (Adamczak, 2020). The use of Internet platforms and cinemas to conduct online and offline simultaneous marketing can greatly promote the growth of cinema marketing profits and achieve sustainable commercial development.

Literature review

"Internet plus"

"Internet plus" refers to the use of information and communication technologies and Internet platforms to deeply integrate the Internet with traditional industries, create a new development ecology, and give full play to the optimization and integration role of the Internet in the allocation of social resources (Obednikovska, Sotiroski & Mateska, 2019). In layman's terms, "Internet plus" refers to the integration of the Internet and traditional industries and the gradual formation of a new business model. The proposal of this concept further clarifies the new way of social development in the future, and also provides favorable guarantee and support for the reform of various fields of society, including the cinema industry (Li, 2020). As Internet companies enter the cinema industry, the government has promoted the "Internet plus" policy. Under the comprehensive influence of the policy, the cinema industry environment, market structure, and business operation model are all undergoing changes. The Internet is not only applied to the cinema industry as a new media communication platform, but also affects the cinema industry as a new mode of thinking. In the current environment of the "Internet plus" era, the entire cinema consumption behavior has changed significantly. Traditional cinema marketing needs to pay attention to the AIDA (attention-interest-desire-action) model, and the development of the Internet has prompted the increase of SIS (search -Participate-Share) The three stages obviously greatly extend the depth of the cinema industry chain and provide a sample for consumer satisfaction research in the cinema industry (Cao & Cai, 2017).

Cinema marketing strategy

Under the traditional cinema marketing model, movie advertisements, posters, and trailers are the core of cinema marketing and promotion. Under the current impact of online social marketing, new media applications are constantly updated and upgraded, such as fan interaction on the cinema's official website, forwarding movie reviews, and cinema shopping. New marketing strategies such as ticket coupons are constantly appearing (Karim, 2020) and become the key to marketing success. The advantage is that audiences are highly motivated, reducing marketing costs; customer segmentation is perfect, and precision marketing is developing rapidly. The "Internet plus" model avoids the one-way connection with movie-going consumers during the planned economy period, but realizes mutual communication with movie-going consumers (Puspitasari, & Permana, 2018). For example, after the movie is watched, consumers can evaluate and forward the movie content and the theater environment on the theater ticket purchase platform, which can realize interactive marketing and minimize marketing costs. In addition, lowering ticket prices is also an important way of cinema marketing, but it will reduce cinema revenue and seriously damage the movie market (Wan, Wang, & Liu, 2020). All in all, theaters usually formulate targeted marketing for customers with different needs, optimize theater services to improve the viewing experience, etc., externally observe the price of other theaters, achieve targeted communication such as advertising and information, inspire users' willingness to watch movies, and improve How often users buy tickets.

Customer satisfaction

Customer satisfaction is the customer's satisfaction evaluation of the products or services provided by the company. Customer satisfaction is used to evaluate the effectiveness of the products and services provided by the company, so as to continuously adjust the company's sales strategy and customers based on the data indicators of customer satisfaction. Relationship management plan, etc. (Karim, 2019). But for customer satisfaction strategies, we also need to note that customer satisfaction strategies are based on the psychological comparison between the customer's own expectations and the evaluation after obtaining the products or services provided by the company. It is on a psychological level. Main evaluation. Customer satisfaction occurs because customers have certain expectations in their hearts about the products or services the company provides to customers. When the perceived value of customers does not exceed the psychological expectations of customers, customer disappointment will occur, such as poor film quality, and Ticket prices do not match, theater service quality is poor, ticket purchase is cumbersome and other issues. After customers are dissatisfied and disappointed, customers will to a large extent choose to promote the negative points of the products provided by the company, which will have a negative impact on the company (Mukherjee, Mukherjee & Mukherjee, 2020).

The status quo of the cinema consumption market in China's "Internet plus" era

During the "Internet plus" period, China's movie revenue growth rate has slowed after 2016, and the number of movie viewing times per capita in domestic cities and towns is still low. At present, China's movie consumer market as a whole pays too much attention to box office data, that is, the nature of cinema marketing profit data chasing capital is more obvious under the commercial movie model. At present, the main audience of movie-watching in cinema marketing is the net generation group over the age of 25. Research has found that this kind of net-generation group is more inclined to watch movies (Wang, & Song, 2019). Therefore, the cinema industry is in a constantly changing environment, and consumer behaviors are constantly changing. The basis of consumer satisfaction analysis is data. Only by mastering consumer needs, preferences, behaviors and other data can they realize their purchase behaviors. The analysis ultimately promotes the growth of box office performance. In the era of big data, massive amounts of data allow companies to study consumer behavior in more depth and establish broader models, thereby laying the foundation for targeted marketing and bringing new marketing strategies and marketing concepts to companies (Yang, 2010).

Research methodology

This article collects, identifies, and sorts out various related papers, works, reports, and data, and through literature research, extracts opinions from them, and seeks arguments to support the opinions. By reading a large number of related papers, we can understand the perspectives and opinions of experts and scholars on the research and analysis of related issues such as the development of cinema and the development trend of marketing strategies in the "Internet plus" era, and provide a sufficient basis for the analysis of the thesis research environment. Combining the concept of film marketing and related theories on marketing, the current theoretical development and research trends are analyzed. It lays a theoretical foundation for the research of cinema marketing strategy in the environment of "Internet plus" era. Through the design of questionnaires, the analysis of the cinema consumer market and consumer behavior in the environment of the "Internet plus" era will lay an analytical foundation for the targeted quantitative analysis of the thesis.

Research design

This article analyzes the consumer's satisfaction from the perspective of consumer behavior, and analyzes the questionnaire from the standpoint of the movie-watching group. On the one hand, it corresponds to the current customer demand positioning in the "Internet plus" era, and on the other hand, it can help the cinema industry in China. Achieve precision marketing and lay a data foundation. The scope of the questionnaire survey is the group who watched movies at Wanda Cinemas from 2016 to 2021. Customer information is provided by the Wanda Cinemas Customer Information Management System. The design of the questionnaire mainly involves three links: basic situation analysis, consumer behavior survey of movie-watching groups, and customer satisfaction.

Finding and Conclusion

Data recovery

The survey randomly selected 400 movie-going groups in Wanda Cinemas to conduct the survey, and collected data by sending online emails to better guarantee the validity of the questionnaire. The survey took 20 days, and 330 questionnaires were returned, of which 312 were valid questionnaires. The data uses SPSS22.0 to perform descriptive statistical analysis and frequency analysis on the formal survey data. The reliability of the questionnaire data is tested by Alpha to meet the reliability requirements of the questionnaire.

Index	Questionnaire issued	Questionnaire received	
Quantity (parts)	400	330	312
percentage (%)	100	82.5	94.5

Survey data analysis

Survey results and analysis of consumer gender distribution

Consumer gender distribution

Gender	16-30			35 or more	
	Frequency	%	μ test	Frequency	%
Male	45	45	P < 0.05	15	15
Female	54	54	P < 0.05	20	20

According to the questionnaire data, the proportion of men and women watching movies is basically the same, of which 54% are women; however, there are large differences at the age range level. Among them, the 16-30 year-old group accounts for a larger proportion, while the 35-year-old group The proportion is relatively small; in addition, the annual income level of the main movie viewers is concentrated in the 30,000 to 50,000 Yuan, which corresponds to the age level of the movie viewers; the frequency of movie viewing is mainly 1-2 times a month.

Media channel contact status of movie-watching groups

For the channels to understand movie viewing and consultation, the mobile Internet APP channels are mainly concentrated, accounting for 43%, while traditional media channels, such as TV advertisements and periodicals and magazines, account for a relatively low proportion. The specific data is shown in the figure below.

Type	Frequency	%
Mobile Internet App	43	43
Official Website	22	22
TV Commercials	4	4
Periodicals and Magazines Outdoor Advertising	10	10
Recommended By a Friend	20	20
Other	1	1

Analysis of the selection factors of movie viewers

From the perspective of consumer psychology, the top four factors for movie viewers to choose movies are hardware facilities, brand reputation, ticket prices, and service quality. The specific data are shown in the figure below. Combined with the chart, it can be seen that movie ticket price-performance ratio, movie social topics, and movie production reputation are relatively high. From this point of view, the current major audiences of Chinese movies have a certain degree of homogeneity for movie marketing, which provides a reference for movie marketing strategies.

Type	Frequency	%
Cost-effective movie ticket price	17	17
Movie idol worship	14	14
Show time	7	7
Recommended by a friend	11	11
Social topics of cinema	19	19
Regular membership discount	9	9
Movie production reputation	21	21
Other	2	2

Analysis of Customer Satisfaction

Type	Frequency	%
Quality-oriented	18	18
Price-oriented	31	31
Comfort-oriented	20	20
Convenience-oriented	31	31

Price-oriented (paying attention to the price-performance ratio of movie tickets) accounted for 31%, and consumer convenience-oriented (paying attention to ticket purchase channels and geographical location of the business district) accounted for 31%, indicating that there are relatively more price-oriented and convenience-oriented users. Online students are more sensitive to ticket purchase channels and prices. As the main target of movie marketing, they need to adopt targeted marketing methods for these characteristics.

To investigate the overall marketing satisfaction of the current cinema marketing in China, from the cinema itself and the cinema two levels. This article adopts the weighted average method to analyze the satisfaction data. The data shows that the overall marketing satisfaction is 3.7 points, which exceeds the average score by 2.5 points. This shows that the current Chinese movie marketing strategy is generally satisfactory to the audience, but it is in the ticket purchase channel. Convenience, promotional activities, and fan interaction are high in satisfaction, which clarifies the direction for improving satisfaction with Chinese cinema marketing strategies. Regarding the satisfaction evaluation of movies and theaters, the service attitude, service efficiency, and viewing effects of theaters need to be paid more attention to. Obviously, the net generation group pays more attention to the reputation and service of movie theaters.

Recommendations

In recent years, the potential Chinese cinema development has been thriving and has become an important role in film industry. However, the single market returns, the lack of customer satisfaction surveys and segmentation, and the ignoring of movie quality itself, box office maximization was not realized. The questionnaire survey analyzed the consumer behavior of movie-going consumers, and the study found that: the current consumption orientation and demand of moviegoers had showed a trend of diversification, that was, quality-oriented, price-oriented, comfort-oriented, and convenience-oriented; from the perspective of consumption motivation, in the "Internet plus" era, cinemas can have a deeper understanding, tracking, and analysis of various consumer behaviors through investigation and analysis on the consumer search activities, their focus on the products, brands or relative endorsement star, etc. And also the final purchase frequency, even including after-sales behavior. The information covered in this entire decision-making process can be the basis for cinema marketers to develop an integrated marketing plan.

The construction idea of cinema marketing strategy in the era of "Internet plus" is as follows: The contents and channels are mainly combined with each other, supplemented by new media application and marketing methods, to achieve the transformation and upgrading of film marketing in internet-based instruction. Although the traditional cinema is currently in a dominant position in the entire film industry chain, obviously, with the development of Internet information technology, network cinema platform mechanism and policy liberalization, the high profit sharing and marketing costs of traditional cinema chains will gradually decrease. Cinema marketing strategy needs to determine the market positioning of different film marketing in the upstream and downstream industry chain development, and at the same time, it needs to position the role of movie-watching consumer groups in different market segments, analyzing the consumption behavior of different groups, so as to put forward targeted marketing strategies.

As for the suggestions on cinema marketing, the study believes that the main energy of cinema marketing should be focused on the film's own products. Only when the film content has a good reputation can the marketing maximize profits. In addition, for the movie-watching consumers with four types of oriented attributes, the comprehensive customer contribution index can be constructed from the film screening technology demand, ticket price service, service demand and other aspects, so as to design the marketing mix strategy from the four aspects of product, channel, price and promotion.

This study analyzes the current marketing strategies of Chinese cinemas in the "Internet plus" era. However, due to the limited data that I can collect in my working environment and time, the data analysis link in this paper is relatively weak. For example, questionnaire survey is not carried out in a wider range to analyze the consumption behavior of movie audiences. In addition, for the segmentation of moviegoers based on their consumption behavior and satisfaction, it is impossible to conduct detailed data analysis based on the research perspective and time limit of the paper, so it should be improved gradually in future studies.

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The combination of corporate advantages and social issues: Huawei's social innovation and its enlightenment

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Abstract

With the rapid development of the global economy, social problems such as the deterioration of the ecological environment, the widening gap between the rich and the poor and the intensification of population aging have become increasingly prominent, which promotes the emergence and development of social innovation oriented to solving social problems. Corporate social innovation (CSI) is a new business model based on corporate social responsibility (CSR). Enterprises realize the deep integration of corporate core business and social responsibility by practicing product function innovation, public welfare organization innovation, ecological process innovation and other activities. With the changes of international economic and social environment and the upgrading of corporate social responsibility requirements, enterprises' understanding and attitude towards social responsibility have gradually changed. For enterprises, social responsibility should not only be regarded as a burden, but an opportunity for value innovation and creation. As the benchmark of China's high-tech enterprises, Huawei's social innovation is closely combined with the company's business, and solves social problems through its own business advantages. Combined with the United Nations sustainable development goals, Huawei focuses on four areas of sustainable development: Digital Inclusion, Safety and Trustworthiness, Environmental protection and Harmonious Ecology. Finally, this paper summarizes the ways and methods for enterprises to realize social innovation, hoping to provide useful reference for other enterprises.

Keywords: Social innovation, corporate social responsibility, Huawei, sustainability.

Introduction

Research Background

At present, with the rapid development of the global economy, social problems are prominent. Especially since the 21st century, social problems such as environmental pollution, polarization between the rich and the poor, aging, medical and health care, education and transportation have become increasingly serious. How to effectively prevent and resolve social problems has become an urgent task. As an effective way to solve social problems, social innovation has attracted extensive attention, and the relevant research literature has shown explosive growth in recent years. Drucker was the first to put forward and systematically elaborate the concept of corporate social innovation as a new form of corporate social responsibility, which promoted the strategic transformation of corporate social responsibility from "making money and doing good" to "making money by doing good". In the early practice of corporate social responsibility (CSR), many enterprises' simple charitable behavior based on ethics is not combined with the core competitiveness of enterprises, which often results in the double loss of recipients and enterprises. In recent years, social welfare projects initiated or supported by Chinese enterprises have achieved good development and formed a number of influential brand projects. For example, Baidu's "Ai search", Alibaba's "ant forest", Tencent's "99 public welfare day", etc. These projects give full play to the core advantages of enterprises and effectively use technology and capital to deal with various social problems, which not only shows the positive value of enterprises in social governance, but also creates a new business model.

The coronavirus disease (COVID-19), which has been popular since 2020, has brought great disaster to the world, far beyond public health. The economic blockade triggered by the epidemic has exacerbated the food crisis since 2019, and the poor face more challenges. According to the 2020 global food crisis report released by the food and Agriculture Organization of the United Nations, 135 million people around the world are facing the threat of hunger. Due to the impact of the epidemic, this number may double to 265 million. Many countries face problems such as high inflation, few employment opportunities, shortages of food, water and electricity, closure of factories and ports, logistics and supply chain bottlenecks. French economist Jacques Atali pointed out that more cooperation is needed in the post epidemic era, and only altruism is the most reasonable self-interest.

Philip Kotler, a "marketing master", once said: "the great enterprises in my heart are those committed to making money and solving social problems". Huawei Technology Co., Ltd., founded in 1987 and headquartered in Shenzhen, Guangdong Province, China, is a leading provider of ICT (information and communication) infrastructure and intelligent terminals in the world. As the benchmark of Chinese national enterprises, Huawei's social innovation is also commendable. In 2020, COVID-19 brought hitherto unknown pressure to the global education and medical system. Huawei, through innovative ICT technology, provided fair and quality educational opportunities and convenient universal health care resources for people from different regions, contributing to the technology epidemic. In 2020, among the more than 5800 companies that won CDP scores from global non-profit environmental protection organizations, Huawei was listed on the CDP A-level list of coping with climate change due to its actions in emission reduction, climate risk mitigation and low-carbon economy development. It is one of the few companies with outstanding performance.

While creating business value for customers, Huawei attaches great importance to creating social value for stakeholders and promoting the realization of the United Nations sustainable development goals. Huawei has long been committed to the construction of compliance management system, and has carried out active and open exchanges and cooperation with stakeholders to enhance mutual understanding and trust. In 2020, Huawei launched more than 650 public welfare activities around the world, and the "future seed" project has benefited nearly 9000 excellent students in 130 countries and regions, sowing fire for cultivating future ICT industry elites. In the post epidemic era, science and technology will play a greater role in promoting social sustainable development. Huawei is committed to bringing the digital world into everyone, every family and every organization, building an intelligent world with interconnected things, and promoting the realization of the United Nations sustainable development goals through ICT technology innovation.

Research Problems

With the advent of the era of commercial civilization, the traditional competition mechanism and market law are being seriously challenged. Accelerating corporate social responsibility governance in the post epidemic era and realizing the sustainable development of enterprises have become the focus of discussion in recent years. Social innovation can make up for the failure of government and market, solve social problems and meet social needs. Enterprises play an increasingly important role in social innovation. On the one hand, enterprises can reflect social responsibility factors in business innovation, or implant the appeal of charity into business strategy. On the other hand, enterprises inject the resources and management capabilities accumulated in commercial activities into social innovation projects to maximize the benefits of the project.

Chinese enterprises pay late attention to social innovation, but more and more enterprises are actively practicing corporate social responsibility and driving the pace of social progress through value co creation. The awareness of Chinese enterprises to give back to the society is awakening rapidly, and there is an urgent need for the correct guidance of theory and practice. This paper selects Huawei as a research case, analyzes Huawei's social innovation results, and explores how enterprises can improve their brand image, shape their long-term competitive advantage, and promote the solution of social problems through the performance of social responsibility, so as to provide reference for the social innovation of other enterprises.

Objective of the study

At present, the social innovation of Chinese enterprises is in the initial and development stage, and the development trend is good. The solution of social problems requires the cooperation of the government, enterprises, public welfare organizations and other parties. This paper selects Huawei Technology Co., Ltd. as a case study to explore the areas in which Huawei realizes social innovation with its business advantages, in order to provide a reliable reference for other enterprises to perform their social responsibilities innovatively.

3.1Sort out the theoretical research results of social innovation and corporate social responsibility.

3.2Study the main areas of Huawei's social innovation.

3.3Put forward the countermeasures and suggestions for enterprises to practice social innovation.

Scope of the study

The influencing factors of social innovation are complex, but there may be only a few core and key elements involved. Based on the observation of management practice and social innovation research literature, this paper explores the main contents of Huawei's social innovation and summarizes the realization path of enterprise social innovation. The research scope mainly involves the following aspects:

4.1The concept of social innovation. Through literature review, this paper introduces the basic concept of social innovation.

4.2The initiator of social innovation. This paper mainly studies the participation of enterprises as the main body in social innovation.

4.3Background of social innovation (impetus). The background of the development and evolution of social innovation is the driving force to promote social innovation.

4.4Approach and content of social innovation. What are the main ways and means of social innovation activities. Take Huawei as an example to explore the specific content of enterprise social innovation.

4.5The realization path of social innovation. Through the summary of theory and practice, this paper explores the ways and methods of enterprise social innovation.

Research Significance

Since the birth of enterprise, the research on the relationship between enterprise and society, business and society or market and society has never stopped. The outbreak of COVID-19 has a major impact on the global economy. Under this background, the acceleration of post epidemic era corporate social responsibility governance and the realization of sustainability of enterprise value creation have become the focus of recent years.

After experiencing the high-speed development period, many enterprises encounter the development bottleneck period, and some even directly enter the recession period. With the development of society, the demand from the social field has increasingly become an important field and direction of enterprise innovation or technological innovation. Drucker especially emphasized enterprise innovation and entrepreneurship. He keenly recognized that innovation is not only technological innovation and product innovation, but also social innovation often becomes an important condition to promote technological innovation. The combination of corporate social responsibility and corporate innovation gives birth to the action of solving social problems with innovation and entrepreneurship and leading corporate innovation with social needs, which is corporate social innovation. Through the new economy, new technology and new mode, China has entered the fast track of overtaking in the curve. However, many enterprises are gradually lost in economic growth and enterprise profits, and all walks of life are full of impetuous and bubbles, which often appear fraudulent and false. This paper holds that enterprises must bear social and moral responsibilities other than economic responsibility, actively guide innovation to the social field and turn social problems into development opportunities. By participating in solving social problems, meeting social needs and opening up new fields of enterprise innovation and development, it is possible for enterprise innovation with both "doing good" (Social Responsibility) and "making money" (Enterprise Development).

Enterprises should not only pay attention to what kind of social responsibility to undertake, but also how to undertake social responsibility, so as to achieve the win-win results of sustainable operation and social responsibility. The ideal way is to take solving social problems and meeting social needs as opportunities for enterprises to create profits, and turn social needs into opportunities conducive to enterprise profits. By analyzing the successful cases of Huawei's social innovation, this paper aims to provide other enterprises with learning and reference experience, solve more social problems, more effectively fulfill their social responsibilities and realize the sustainable development of enterprises. By expounding the changing business and social operation rules, the concept of "mutual benefit" will inspire enterprises to make a difference in sustainable development, have a more profound and positive impact on the growth of enterprises and social development, promote more enterprises to actively pursue sustainable development, and become a "good enterprise" driven by both economic value and social value.

Theoretical framework

Based on innovation theory, social innovation theory, corporate social responsibility theory and stakeholder theory, this paper carries out research in combination with the reform of social structure and the needs of social development. An important reason why social innovation practice and research have attracted much attention is that people urgently need to solve new social problems and challenges, solve social problems in the form of innovation and promote social innovation. Drucker recognized the importance of the close combination of corporate social responsibility with corporate strategy and corporate innovation. He stressed that enterprises should incorporate social problems and social needs into the strategic framework and lead the direction of enterprise innovation and development by solving social problems, meeting and creating social needs. The proposal of Drucker's concept marks that corporate social responsibility has entered a new stage of "doing good and making money" which is internally unified with corporate strategy and innovation, and opened up a new realm for enterprises to fulfill their social responsibility with their own sustainable management. Fulfilling social responsibility with social innovation is an important management thought carefully considered by Drucker. It is his creative theoretical achievement of integrating innovative entrepreneurship and corporate social responsibility in the new social environment. This is not only a new development of Schumpeter's innovation theory, but also a new perspective of corporate social responsibility theory since Sheldon.

Social innovation has a wide impact, involving multiple stakeholders such as government, enterprises, social organizations and citizens. Social innovation promotes social change by using innovation intermediary, the degree of participation and mutual relationship between existing systems and social systems. Kinder (2010) believes that the implementation of social innovation improves and develops the social vision of the organization, constructs a learning process focusing on learning by doing, and empowers professionals and partners willing to maintain close contact with users.

Literatures Review

Social Innovation

The word "social innovation" first appeared in the 1920s, but early scholars only mentioned the word "social innovation", but did not make a specific explanation. Until 1957, Drucker affirmed the existence of social innovation for the first time. Social innovation, product innovation and management innovation can be listed as three types of enterprise innovation (Drucker, 1974). In 1984, Drucker published the article "transforming social problems into business opportunities: the new significance of corporate social responsibility", which specifically expounded the social innovation concept of "doing good and making money", that is, "transforming social needs and social problems into profitable business opportunities". In this period, the academic circles did not reach a unified and clear definition of the concept of social innovation, and the research of social innovation did not attract enough attention. Until Zapf (1994) systematically combed the research results related to social innovation since 1980 and defined the concept of social innovation for the first time: social innovation is a new organizational structure, control means and lifestyle that has changed the direction of social development. It can better solve social problems, so it is worth popularizing and institutionalizing.

The main contributors of contemporary social innovation theory include Stuart Conger, Wolfgang Zapf, Jeff Morgan, James A. Phills Jr. and others. Based on the existing research, many scholars have made pioneering contributions to social innovation and laid the basic framework of the current social innovation theory. The main topics of the study include: value creation of social innovation, social entrepreneurship, the process and path of social innovation, the current situation of social innovation, its evolution trend, the impact of historical and cultural background on social innovation, and so on. James A. Phills Jr. and others are pioneers in the research of American social innovation theory. In 2003, they founded the social innovation research center at Stanford University and edited the journal Social Innovation Review. Their definition of social innovation is "any more novel and effective solution to social needs and social problems than existing methods" It is widely quoted to explain the connotation of "society" from the perspective of "social problems, social needs and social values". Young foundation, UK From the perspective of experience, it is considered that social innovation is a new idea to meet the unmet social needs through the development of new products, new services and new institutions; the process of social innovation is that cities, national governments and enterprises respond to urban expansion, traffic congestion, population aging and unemployment through the design and development of new and more effective methods The process of public issues.

Kanter (1999) focused the research object on enterprises when studying social innovation, and put forward the concept of "corporate social innovation" for the first time, that is, enterprises should take social problems as a learning laboratory to identify unmet needs, and put forward solutions to open up new markets and bring beneficial and sustainable impact to society and enterprises at the same time. Since then, this concept has been enriched and expanded. For example, corporate social innovation refers to the process in which enterprises improve the quality of social life and produce sustainable economic benefits through technological, environmental and social innovation (Alonso Martínez et al,2019). Corporate social innovation is the latest and clearest choice for enterprises to help solve social problems and realize economic benefits through innovative processes and strategies (Marcelo, & Eduardo,2020).

The research on social innovation in China started late, but developed rapidly. The research content focuses on research review or concept comparison, and pays more attention to the concept, value, type, obstacles and realization path of social innovation, or the rise of social enterprises and the introduction of foreign innovation experience. For example, Sheng Y et al. believe that the government should improve relevant laws and regulations to create a good policy environment for corporate social innovation, and enterprises should fully integrate internal and external resources and improve product quality and customer satisfaction around the original intention of social innovation (Sheng Y et al., 2017). Gao T.F et al. believe that the research on corporate social innovation mainly focuses on four aspects: generation motivation, process mechanism, research situation and impact effect. The empirical research based on data analysis is an important development direction in the future (Gao T.F et al., 2019). On the whole, scholars emphasize that social innovation is a new way to achieve social goals or solve social problems.

Corporate Social Responsibility and Sustainability

The research on modern corporate social responsibility can be traced back to the book *entrepreneur's social responsibility* published by Howard R. Bowen in 1953. There is no universally accepted definition of corporate social responsibility. The definition used by the World Commission for sustainable enterprise development is: "corporate social responsibility refers to the continuous commitment of enterprises to contribute to economic development while improving the quality of life of employees and their families, even the community and the whole society (WBCSD, 1999)." The concept of enterprise sustainability appears frequently in CSR literature, which is often related to the concept of social innovation. Supporters of corporate social responsibility believe that enterprises should engage in activities beneficial to multiple stakeholders (Kim, et al., 2012). Companies can take corporate social responsibility activities as part of risk management strategies, which can not only improve the reputation of corporate social responsibility, but also protect enterprises from political, regulatory and social sanctions that are unfavorable to enterprises in case of negative events (Minor, 2011). Corporate social responsibility is no longer the patent of large companies, but a necessity for all enterprises. With the improvement of investors, customers and other stakeholders' requirements for information transparency in all aspects of enterprises, the issuance of corporate social responsibility reports has become more common (Kim et al., 2012).

The expectation of corporate social responsibility and the factors driving corporate activities will change over time. There is a close interdependence between CSR and social innovation (Lin J Z et al., 2018). Based on stakeholder theory, Zhang J S et al studied the relationship between corporate social responsibility and financial performance with the data of Chinese listed companies from 2013 to 2019 as samples. The results show that corporate social responsibility has a significant positive impact on financial performance, which provides theoretical and practical reference value for the practice of corporate social responsibility management and the improvement of financial performance (Zhang J S et al., 2021). Liu R analyzed the relevant data of Huawei's sustainable development report from 2008 to 2017 and summarized Huawei's sustainable development in three aspects: economy, environment and society. He believes that sustainable development is the general trend and the correct strategic orientation for enterprise development (Liu R, 2019).

Research Methodology

Based on the research results of social innovation, this paper takes Huawei, a well-known enterprise in China, as the specific research object, unifies theory and practice, and adopts the following research methods:

8.1Literature research method. Literature research is an important method of this research. The author has collected a lot of literature in the topic selection stage and writing process, carefully studied the classic literature on social innovation and corporate social responsibility, and sorted out the important discussions of global scholars on corporate social innovation. Sort out the literature related to Huawei's social innovation and sustainable development, and summarize the data, documents and press releases provided by Huawei's official website, mainly referring to Huawei annual_ Report (2015-2020), sustainability report (2015-2020) and other authoritative documents. Through literature, it is found that Huawei, as a high-tech company, not only pursues technological progress, but also pays more attention to the social value brought by technology. In order to enable more individuals and organizations to benefit from digital technology, Huawei proposed a digital inclusion action plan, hoping to make long-term and non-profit investment based on business sustainability to ensure the sustainability of digital inclusion. By working with global partners such as UN organizations, NGOs, scientific research institutions, governments, operators and enterprise customers, Huawei actively cooperates in four areas: equal and high-quality education, protecting fragile environment, promoting health and well-being and promoting balanced development.

8.2Case study method. As an empirical inquiry, case study demonstrates the phenomena existing in social life through the research and analysis of a large number of factual evidence. As the benchmark of China's high-tech enterprises, Huawei Technology Co., Ltd. is typical and representative. The author selects Huawei as a research case, carefully collects relevant materials of the case, and carefully analyzes Huawei for social innovation and sustainability. This paper analyzes Huawei's social innovation behavior, and discusses Huawei's four strategies for sustainable development: digital inclusion, safety and credibility, green environmental protection and harmonious ecology. In this paper, focusing on the fact that social innovation can promote the sustainable development of enterprises, the author deeply analyzes and summarizes the four strategies of Huawei's sustainable development, and provides a useful reference for the social innovation practice of other enterprises.

8.3System analysis method: In view of the interdisciplinary characteristics of corporate social innovation, this paper involves multi-disciplinary content in the research, and systematically uses the research results of management, economics and sociology to conduct a comprehensive research on this subject as a whole. This paper systematically studies the theoretical origin, connotation, characteristics and practice of enterprise social innovation, and tries to explore how enterprises realize sustainable development through social innovation under the background of the rapid development of global economy. The specific analysis summarizes the following suggestions, such as learning from excellent people and learning from the advanced experience of successful cases; Remain sensitive to social needs and pay attention to areas not covered by social well-being; Corporate social responsibility is embedded in the enterprise development strategy as a value orientation. For example, Tencent announced that "science and technology for the good" is the new vision of the enterprise; Actively set up social innovation incentives, etc.

Finding and Conclusion

In 2013, Huawei surpassed Ericsson, the world's largest telecommunications equipment supplier, and ranked 315th among the Fortune Global 500. On August 10, 2020, fortune announced the list of the world's top 500 enterprises, and Huawei ranked 49th. The top 500 private enterprises in China in 2020. At present, Huawei has about 197000 employees, operates in more than 170 countries and regions, and serves more than 3 billion people around the world.

In order to further promote sustainable development within the company, Huawei began to establish CSR related systems in 2009. After several years of development, the company has formed a mature sustainable development management system. The management system is mainly based on Huawei Sustainable Development Committee, which undertakes the vision and mission of the enterprise, formulates the company's development strategy, and implements and promotes the implementation of strategic objectives. Huawei's sustainable development committee is composed of more than 20 members from R&D, manufacturing, procurement, human resources, delivery and other departments. In recent years, Huawei's social innovation is mainly reflected in "digital inclusion, safety and credibility, green environmental protection and harmonious ecology".

Digital Inclusion

In its first annual report in 2006, Huawei mentioned social responsibility and its commitment to bridging the digital divide. With the strategic adjustment of the company in recent years, bridging the digital divide has risen to digital inclusion. Digital inclusion refers to the inclusive development of society and economy with digital technology.

First, "connection not connected, improvement can be improved". In the face of the global population that has not been "connected", Huawei has provided customers with more convenient, simpler and lower cost services by virtue of its many years of business capability and technology R & D capability. Huawei adopts energy-saving designs such as solar energy to reduce the network deployment cost of operators and provide communication services for remote and poor areas. For example, Nigeria's infrastructure is weak, many places lack power supply and transmission resources, and the cost of building traditional signal towers is high. Huawei sets up solar panels and no longer relies on the existing power supply, making it possible to connect the network with low cost, high efficiency and high quality. The measure has provided network coverage for 40 million rural people in Nigeria.

Secondly, let digital technology be used, affordable and well used. Huawei believes that only digital technologies that are used, affordable and well used can truly promote inclusive social and economic development. Huawei actively explores digital solutions that meet the needs of specific scenarios in the operation location, so that digital technology can benefit more subdivided industries and specific groups. For example, Huawei launched Story-Sign (smart phone application) to tell stories to hearing-impaired children; Provide "mobile wallet" payment solution to help realize inclusive finance. At present, the program has served 19 countries and regions.

Thirdly, let people in need master the required digital skills. Huawei cooperates with global schools and enterprises to establish Huawei authorized information and network academy (hereinafter referred to as "Huawei ICT academy"), which provides high-quality course content and supporting services to colleges and universities, and helps colleges and universities establish and improve ICT related majors, improve course system, build standard laboratories and cultivate excellent graduates. Since its launch, the project has covered more than 1500 colleges and universities from more than 90 countries and trained more than 60000 students every year.

9.2Safety and Credibility

Telecom network security is the most important issue in today's telecom industry. Huawei is committed to building an industry-leading telecommunications network security system, placing network and business security above the company's commercial interests. In 2010, Huawei took the lead in establishing a security certification center in the UK, which has become a key link in Huawei's global end-to-end network security system. Huawei builds a customer network guarantee system from the aspects of organization, personnel, process and it tools to ensure people's right to access and share information and communication anytime and anywhere. In addition, Huawei has also established a mature business continuity management system, including emergency plans for major natural disasters, political, economic, trade, network virus disasters and other risk events, so as to ensure that Huawei can ensure supply continuity and timely delivery of customer products and services after major events. For example, during the Wenchuan earthquake and Japan earthquake, Huawei staff reached the earthquake area for emergency repair of communication equipment for the first time.

9.3Green Environmental Protection

Huawei has long paid attention to the concept of green environmental protection and refined it to "green products, green operations, green partners and green world". In 2004, in order to join the "United Nations Global covenant", Hua incorporated the basic principles it advocated into the company's culture and business activities, and actively fulfilled corporate social responsibility. In 2010, Huawei signed a voluntary agreement on energy conservation with the Ministry of industry and information technology of China. The two sides jointly promoted the achievement of the strategic goal of energy conservation and emission reduction in China's communication industry. Huawei integrates the concept of sustainable development into the whole life cycle of product development, actively controls the use of harmful substances, constantly explores in product design and continues to promote energy-saving design. In terms of green operation, Huawei has always paid attention to the harmonious unity of industrial operation and resources and environment, practiced the low-carbon green operation mode, and minimized the adverse impact on the environment during operation.

9.4Harmonious Ecology

Huawei focuses on collaborative development with employees, customers, partners upstream and downstream of the industrial chain, community residents where the enterprise is located and other stakeholders. Huawei adheres to the concept of "struggle oriented" and provides timely and reasonable returns according to the performance and contribution of employees. There are not only material incentives for employees, but also non-material incentives such as honor, health and safety guarantee and care. Huawei also encourages employees to grow freely and realize their personal values according to their own abilities and personal interests. It is worth mentioning that Huawei is an enterprise 100% owned by employees. Huawei implements the employee stock ownership plan through the trade union. The participants are only employees of the company, and no government departments or institutions hold the equity of Huawei. "Employee Stock Ownership Plan" is Huawei's disruptive innovation in management system and an initiative to promote the sustainable development of the company. As of December 31, 2020, the number of participants in the employee stock ownership plan was 121269. Due to Huawei's high profitability, employees participating in the shareholding have obtained huge profits, and sometimes the annual rate of return even reaches 50%. ESOP organically combines the long-term development of the company with the personal contribution and development of employees, forming a long-term joint struggle and sharing mechanism.

By 2021, Huawei has signed CSR & EHS commitment letters with CEOs of more than 2500 engineering suppliers around the world. If the supplier's CSR evaluation score does not meet Huawei's requirements, Huawei will not cooperate with the supplier. For suppliers that have reached cooperation, Huawei will conduct performance appraisal every year. Performance evaluation is linked to business transactions. If the supplier's performance evaluation score is high, Huawei will provide incentives such as increasing the purchase share. If the evaluation result is bad, Huawei will reduce the share or terminate the contract, so as to guide and promote the supplier to fulfill its corporate social responsibility.

Recommendation

While pursuing economic benefits, enterprises should pay attention to the impact on society and environment, find business opportunities at social pain points, and create greater economic benefits and social value. In September 2015, the United Nations Development Summit adopted the 2030 agenda for sustainable development. China combined 17 sustainable development goals with the implementation of the 13th five-year plan and the national development strategy, requiring the development of all walks of life not to deviate from the goal of sustainable development. Enterprise social innovation has become an important issue that can not be avoided in the survival and development of enterprises. The large-scale solution of social problems requires the cooperation of the government, enterprises, public welfare organizations, research institutions, media and other parties. By combing the theory and practice of enterprise social innovation, this paper has the following suggestions on the methods of Corporate Social Innovation:

Learn from the advanced experience of successful cases. Enterprises should actively explore, analyze and disseminate successful cases, actively absorb successful experience and methods, make use of their own management or technical advantages, and use practical solutions to solve social problems. China novel coronavirus pneumonia was first launched in early 2020 when HUAWEI first donated emergency materials to Wuhan, China. It took only 3 days to complete the 5g network construction of Wuhan HuoShenshan hospital, ensuring the normal development of medical services such as data collection, remote consultation and remote monitoring. At the same time, Huawei has also invested a team of 150 people to ensure local 5g network services, reflecting Huawei's role as a high-tech enterprise.

Focus on areas not covered by social well-being. In China, high-quality education and medical resources are still scarce at this stage, and the public has an urgent demand for high-quality public resources. With the accelerated process of urbanization and aging, the public needs high-quality human-computer interaction to provide companionship and emotional support, and at this stage, scientific and technological products and services are difficult to achieve this goal. Starting from the needs of the public, pay attention to social problems, maintain good social awareness, cut into areas not covered by social welfare, and perhaps seek business opportunities while solving social problems.

Combine the social innovation concept with the corporate vision and mission. For example, Huawei undertakes the vision and mission of the enterprise through the sustainable development committee, and formulates the company's sustainable development strategy from the perspective of economic responsibility, environmental responsibility and social responsibility in combination with the United Nations sustainable development goals. In November 2019, Tencent computer system Co., Ltd. promoted the improvement of science and technology as the vision and mission of the company, and the improvement of science and technology began to officially attract extensive attention and serious thinking of the whole company.

Set social innovation incentives. Enterprises can encourage employees or departments that have made outstanding contributions to enterprise social innovation through material or spiritual rewards to form an incentive mechanism. Focus on concept guidance and try to avoid punishment. Guide enterprise employees to correctly understand social innovation, enhance their awareness of practicing corporate social responsibility, and consciously integrate the social perspective into product development. If "mechanism" is the external driving force, "quality" is the internal driving force, which urges employees to use social perspective and good standards to optimize products and services.

Accurately locate customer value needs and guide the direction of product function innovation. We can mainly start from the following points. First, improve product practicability. Improve the functional positioning of products, services or network platforms for a certain consumer group, and add new functions or functional combinations to meet the actual needs of customers. For example, milk enterprises have developed Shuhua milk to improve lactose intolerance groups. Secondly, improve product altruism. Altruism helps to cultivate and improve customers' cognitive ability to help others and society, and realize product altruism through resource conservation and sustainable utilization in the process of product production. Thirdly, innovative product sociality. Sociality helps customers improve their status or self-esteem. Customers can establish emotional contact with products through purchase experience, consumption experience and service experience. Through product social innovation, enterprises develop new product functions with certain social responsibility attributes, and then create value that customers and even the whole society can experience.

Social innovation is "non-commercial", but it is not "anti-commercial", nor is it the patent of non-profit organizations. As the most potential way to create public wealth, it can be adopted by the government and enterprises. For example, the excellent medical management process created by some non-profit health organizations is being incorporated into public health care by the government, which has produced obvious results. Free software and open source code were originally a social movement, but after they were introduced into the business model by enterprises, they created great business value while increasing public welfare.

We are in a diversified society. There is a relationship of coexistence and common prosperity between enterprises and society. The whole production and marketing activities of enterprises must be carried out and realized in the social environment. On the contrary, the development of society also benefits from the development of enterprises. An excellent enterprise should not only provide excellent products for the society, but also strive to make the world a better place.

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Research on the construction of high school art appreciation efficient classroom

-Strengthening the guiding role of teachers

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Abstract

As a compulsory module of high school art in China, art appreciation is of great significance to improving students' art accomplishment and comprehensive ability. However, the current situation of efficient classroom teaching of art appreciation in senior high school is worrying. Influenced by exam-oriented education, How to stimulate students' interest in learning, make students think actively, mobilize teachers' enthusiasm, and improve classroom teaching efficiency and effect is an urgent problem to be solved. In this paper, the high school students and teachers as the research object, using literature research, observation, and questionnaire survey, this paper analyzes and discusses the current situation of art appreciation curriculum in senior high schools in Linqu County, Weifang City. The investigation results show that the school art class arrangement is unreasonable, teachers' teaching methods are aging, students' learning style is superficial, and other prominent problems. Therefore, this paper advocate adhering to students' subject status and giving full play to the guiding role of teachers in the course of art appreciation. Combined with the nature and teaching characteristics of art appreciation courses in senior high school, this paper puts forward the Countermeasures of efficient classroom construction from three aspects: the standardized management of art teaching, the transformation of students' learning style, and teachers' teaching mode. Through three levels of countermeasures to improve the enthusiasm of students and teachers, enhance the efficiency of classroom teaching and promote the all-round development of students.

Keywords: Art appreciation, Efficient classroom, Teachers guide, The main student body.

Introduction

Research Background

Classroom teaching is the main channel of carrying out quality-oriented education and curriculum reform. Constructing an "efficient classroom" is the need to carry out quality-oriented education and the inevitable choice of curriculum reform. China's curriculum reform has changed from attaching importance to the "double bases" of essential knowledge and skills to the three-dimensional goal of "knowledge and skills, processes and methods, emotional attitudes and values," and then to emphasize the core literacy of Art Discipline: image reading, art expression, aesthetic judgment, creative practice and cultural understanding, It reflects the realistic needs of the development process of China's education and the requirements of the times for the development of education in a specific historical period. With the constant change of educational goals, we realize that curriculum reform will bring new and more scientific teaching concepts based on the past. It also impacts teaching objectives, content, teaching process, teachers' teaching methods, students' learning methods, and evaluation methods. There are seven modules in the art curriculum of ordinary high school, among which "art appreciation" is a basic course and an important way for students to feel, appreciate and understand the history and culture carried by artworks or art phenomena during school. Under the background of the new curriculum standard, art teachers have changed from the classroom leader to the guide. Teachers should implement the concept of "student-oriented" in the teaching of art appreciation, not only as a "strict teacher" but also as a "human teacher."

Research Problems

Art appreciation is the process of feeling, experiencing, analyzing, and judging artworks by using perception, memory, experience, and knowledge to obtain aesthetic enjoyment, art knowledge, and other knowledge. Continuous art appreciation activities can cultivate people's aesthetic interest, improve aesthetic ability, edify noble sentiment, become a person with comprehensive development of aesthetic literacy (Ministry of Education PRC, 2003). From the current situation of art appreciation courses in senior high school, some teachers still use the traditional teaching model to transfer knowledge in the classroom to complete the teaching task in a limited time and fail to give full play to the guiding role of teachers. The phenomenon of "teachers teach very hard, and students learn very hard" is common. In the long run, this teaching state will gradually make students lose interest in art learning, weaken students' independent thinking and learning ability, and directly affect the quality of art courses. As a Western proverb goes, "You can lead a cow to the water, but it may not drink water. "If the teaching process does not motivate and involve the students, then the teaching will certainly not achieve the desired results.

On the contrary, if teaching can fully stimulate students' interest and actively engage in learning, the teaching effect is likely good. "High energy consumption and low efficiency, lack of strategy" has become a significant problem in teaching and learning. Therefore, how to use the concept advocated by the new curriculum standard, change teachers' teaching methods, improve students' learning methods, and promote the construction of an efficient art classroom has become an urgent task.

Objective of the study

To better serve students and promote their overall development, we should focus on guiding students, realizing the two-way interactive teaching mode, and creating an efficient art appreciation classroom. Educational practice shows that when students are interested in a subject, they will focus on acquiring knowledge actively to study efficiently. Combined with the author's educational approach, according to the unique features of fine arts, as well as the present situation of the high school fine arts appreciation course, from the school, teachers, and students trying to explore three aspects of art and efficient classroom building strategy, to improve the teaching effectiveness of teachers' education, improve the student's study way, promote the students' literacy for acceptable arts core.

Scope of the study

Based on the investigation and research of high school art teachers and students, this paper briefly analyzes the current situation of the high school art teaching and tries to put forward the path to create efficient classroom to improve the effectiveness of the art teaching and promote the improvement of students' artistic accomplishment.

Research Significance

Under the concept of new curriculum standards, the art appreciation curriculum should pay more attention to the orderly cultivation of students' aesthetic accomplishment and aesthetic interest and give full play to the advantages of art education. Through the discussion and practice of high school art appreciation, which provides full freedom to the guiding role of teachers, the rigid atmosphere of the traditional art appreciation class in the past is active. Students can get a touch from the inside to the outside in the appreciation process so that high school art appreciation class can become a precious course.

Theoretical framework

Definition of Efficient classroom

An efficient classroom is not only language, number, foreign, physics, chemistry, and other subjects of the implementation of the object; art class also needs efficient classroom. An efficient classroom is a teacher to use specific methods, under the limited energy and material inputs, give full play to the role of the teacher's guide, arouses student's study enthusiasm, high efficiency, the high benefit of art appreciation teaching task and achieve the art appreciation teaching, and achieved good teaching results and social benefits, is suitable for future life and physical and mental development of students in the classroom.

Elements of an efficient classroom

The efficient classroom of art appreciation should make breakthroughs in the control of teaching time, the management of teaching tasks and the effectiveness of teaching effects, and the efficiency of teachers, teaching materials, and students should be maximized in a class.

Control of teaching time. For time requirements, efficient art appreciation classes are more stringent, refine the content and sentences, and reduce ineffective teaching activities.

Reasonable arrangement of teaching tasks. The number of teaching tasks should be determined according to different learning situations. Students should neither be in a state of hunger nor a form of "full belly," so they should be given space to arouse their thirst for knowledge.

The teaching effect is the core to measure whether an art appreciation course is efficient or not. Teachers should attach importance to the guiding role of teachers, improve their quality, enrich teaching forms and methods, mobilize students' enthusiasm to learn art, stimulate the drive, active learning to enhance the classroom teaching effect.

Hypotheses

1. Through the standardized management of art teaching, it will improve the enthusiasm of art teachers in education.

2. Students who learn by autonomy, cooperation, and inquiry are more active in learning than those who know by traditional teaching mode, thus achieving good learning results.

3. By strengthening the guiding role of teachers, students' initiative in learning will be improved, thus contributing to the construction of efficient classes.

Literatures Review

International scholars on the concept of effective classroom research started relatively early, half of the 20th century, the American philosophy of pragmatism and the influence of behaviorism psychology, education experts in all countries of the world has carried on the related research, research the effectiveness of the teacher's teaching point of view, first of all, educators teaching research related to the quality and characteristics, then study the teachers' teaching behavior, With the rise of constructivism, learners begin to be the focus of research.

Bruner (1966) stressed that the purpose of teaching is to inspire students to explore and organize knowledge independently, rather than knowledge-seeking inherent knowledge "students' knowledge-seeking is an independent activity process, rather than simply passively accepting the results of previous studies. " Its theory brings necessary enlightenment to art teaching. The main goal of art teaching is to realize the development of children from self art display to independent art exploration.

Gagne, Briggs, & Wager (1992) believe that a fundamental reason for the decline of the quality of Education in the United States is that "teachers cannot teach and students cannot learn," so he systematically elaborated effective teaching and learning strategies， and puts forward: "We should first point out how teachers can improve their teaching, and secondly, how students can improve their learning."

In the 21st century, with the continuous promotion of the new curriculum reform in China, some scholars and educators have conducted diversified researches on efficient classrooms according to the situation of The Times and obtained great research results.

Wang (2013) has studied the teaching objectives, teaching content, teaching design, and teaching methods of primary and secondary schools.

Yin (2018) emphasized that the art teaching path under the five core qualities should guide students to find problems - clarify tasks - autonomy, cooperation, and exploration - acquire knowledge and skills - use knowledge and skills to solve problems and complete tasks.

To sum up, relevant international studies have achieved valuable research results and provided a practical literature basis for China to explore the construction strategy of efficient art appreciation classroom and study the fine arts education model in line with its own. However, there are still some shortcomings. Although relevant international studies are highly pioneering, they are mainly descriptive, and there is a lack of inductive literature. While China-related research between the countries is based on research results, the relevant theory is discussed. Still, to student's learning style and art teachers' factors and efficient classroom building study is less, the fine arts education practice is not full, efficient classroom building strategy under the diversified teaching content and teaching method of analysis is less. This paper investigates the problems related to the high school art appreciation course, sorts out the questionnaire, screens the factors that affect the high school art appreciation efficient classroom, and then puts forward the corresponding countermeasures.

Research Methodology

Literature research method. The relevant information is extracted for reference in this study by consulting and collecting relevant books, academic journals, and other literary materials.

Questionnaire survey method. This paper mainly uses a questionnaire to collect data on students and teachers of art appreciation courses in high school.

Qualitative analysis. Through the current situation to explore the existing problems and put forward corresponding solutions according to the issues.

This paper systematically integrates relevant literature content and questionnaire data, explores the existing problems and status quo of art teaching in high school, and puts forward a series of feasible and targeted teaching suggestions based on professional art teaching theory.

Research design

According to the basic spirit of "art curriculum standards for ordinary senior high schools," a questionnaire is designed to influence the efficient art appreciation classroom from the two levels of students and teachers, and qualitative research is used. A researcher conducted both questionnaires.

Populations and samples

Student questionnaire: These people were in senior one at The Haiyue Middle School in Linqu County, Weifang City. The samples of this study were randomly selected from three classes with a total of 120 students.

Teacher questionnaire: These people were teachers in the Hai Yue Middle School, Experimental Middle School, and No.6 Middle School in Linqu County of Weifang City. The sample for this study was a total of 20 art teachers.

Data collection tools

In order to collect the factors affecting the teaching of art appreciation in senior high school, this study adopts a questionnaire, that is, the questionnaire of teachers and students.

Data collection methods

The statistical analysis method is mainly used to collate the questionnaire data systematically and quantitatively.

Finding and Conclusion

By investigating and sorting out the problems that teachers and students care about in art appreciation class, the common issues affecting the efficient art appreciation class are found out. The sorting results are as follows:

1. Through the standardized management of art teaching, it will improve the enthusiasm of art teachers in education. The research results were based on research assumptions because of the following reasons: The school has the problem of unreasonable arrangement of art class hours. Under the influence of the long-term exam-oriented education concept, Examination scores and admission rates are still the ultimate high school curriculum development goal. Fine arts still cannot be paid enough attention to the current high school education system. In the current high school education system, fine arts still can not get enough attention, and the proportion of the period design of fine arts curriculum in the actual curriculum arrangement of high school is still deficient. The art teaching in high school is mainly based on art appreciation; the amount of information is huge. In such an educational situation, it is not uncommon for cultural courses to seize the art courses.

2. By strengthening the role of teacher guidance, students' initiative in learning has been significantly improved, which plays a role in promoting the construction of an efficient classroom. The results are based on research assumptions because of the following reasons: The aging of teaching methods. In the art appreciation teaching activities of senior high school, the outdated art teaching ideas and teaching methods of teachers are the fundamental reasons that hinder the improvement of the teaching quality of senior high school art courses. Some teachers only use "spoon-feeding" in teaching according to art teaching materials. The effective interaction between teachers and students is ignored, and the teaching process is seriously divorced from life, ignoring humanity, aesthetics, and creativity.

3. Students who learn through autonomy, cooperation, and inquiry are more active in learning than those who know through traditional teaching mode, and their learning effect is also significantly enhanced. The results are based on research assumptions because of the following reasons: Superficial learning style. According to the new curriculum standard requirements, students should be strongly encouraged to use independent, exploratory, and cooperative learning and other learning methods. In autonomous learning, teachers often appear the following phenomena: They see autonomy as an indulgence, lack of teachers' "leading" position, overemphasize students' personalized development, and blindly recognize students' self-experience in the process of appreciating fine arts works. The phenomena that often occur in cooperative learning are: Group discussion replaces collaborative learning, the division of labor is unclear, and students' participation is not balanced. Explore the phenomenon that often occurs in education: The steps of inquiry are vague, and the method of inquiry learning is incorrect.

Recommendation

Recommendations for application of this study

An efficient classroom is an educational responsibility, which requires us to train, develop and achieve people with high quality through classroom teaching. Both teacher-led "effective teaching" and student-led "effective learning" are ultimately for the development of students. Students in the classroom, the teacher, should pay more attention to the process of constructing knowledge, teachers should give according to the different artwork for the students to provide the corresponding learning tasks, guide students to perceive artworks, description, analysis, interpretation, and evaluation, pay attention to the application in the process of learning to appreciate and proper term, causes the student to follow the rule, find yourself, and constantly improve the artistic cognition, Dare to assume the aesthetic responsibility of dissent.

Through the standardized management of art teaching, it will improve the enthusiasm of art teachers in education. The research results were based on research assumptions, and the recommendations are as follows:

First, Schools should not treat art appreciation courses differently from "main courses" and "secondary courses" but should change their educational philosophy and prioritize students' overall development. We should pay more attention to the art appreciation course, strengthen the communication between teachers of different subjects on the teaching management of art appreciation course, and improve the ideological understanding of teachers of various subjects, to reduce the phenomenon of teachers of other subjects occupying the teaching of art class, ensure the stable teaching period of art class, and realize the standardized management of art teaching.

Second, schools should pay attention to the professional training of teachers, regular thematic exercises, and practice teaching tests on art teaching skills and thinking patterns to encourage teachers to constantly improve teaching methods to meet the needs of the development of art teaching in senior high schools.

Third, schools should establish a reasonable teacher evaluation mechanism. Evaluation for teachers' professional development promotes or restricts effect, scientific evaluation mechanism to mobilize the enthusiasm and initiative of teachers to work, makes the evaluation result role in art appreciation teaching, to improve the efficiency of art appreciation course. Hence, the teachers' work condition is necessary to make a comprehensive and rational evaluation. Can use the school teachers self-evaluation, mutual, expert leadership evaluation, student evaluation, social evaluation and so on the way of combining the teachers' all-round self-understanding, then by indefinite for art teachers to conduct a comprehensive inspection take reasonable reward strategy to mobilize the enthusiasm of teachers' teaching, to promote the all-round development of students.

The last reason is that schools should incorporate information means into the evaluation of arts education. The information of student works, class performance evaluation form, and the growth record form of art appreciation class are converted into data through scanning technology. Big data, cloud computing, and other information technologies are used to archive each student's works and appreciation process. By comparing and analyzing big data, it is convenient for teachers to quickly understand students and compare with the results and thinking modes of their peers across the country to carry out teaching activities with a clear target.

Students who learn through autonomy, cooperation, and inquiry are more active in learning than those who know through traditional teaching mode, and their learning effect is also significantly enhanced. The results are based on research assumptions, and the recommendations are as follows:

"The overall development of students is based on the premise of effectively improving students' learning style and enhancing teachers' professional level (Zhong, 2007)." According to the requirements of the new curriculum, primary and secondary school teachers should establish shared values and teaching objectives, take students as the center, and emphasize the overall development of students (Luo, 2014). In the era of core literacy, teachers are no longer just imparting knowledge but acting more as guides. In the process of art appreciation learning, students should be guided to carry out independent learning, cooperative learning, and inquiry learning to achieve orderly and effective education and promote the cultivation of core literacy.

First, teachers should guide students to learn autonomous learning. In students' autonomous learning, teachers should establish a good interactive relationship with students and guide the effective development of students' autonomous learning. Students' independent learning should go through the process of self-guidance and self-perfection. Teachers first need to guide students to make their learning plans and explore learning methods and then guide students to collect information by themselves to enrich learning content and conduct self-supervision and evaluation of individual differences. Take the appreciation of Frida Kahlo's "The Dream" "The Firm Tree of Hope," Before class, teachers can ask students to collect life experiences, representative works, artistic images, and painting styles of painters by using the resources around them. In class, let students become the master of the course, guide students to discuss the data collection results of each person in groups and summarize and share them, guide students to master the learning pace, and plan the learning content to complete the learning objectives. The teacher made a detailed explanation according to the situation summed up by the students. Students learn to find themselves in difficult situations positively by appreciating and commenting on Frida Kahlo's works. The practice has proved that although high school students face intense pressure to enter higher schools, as long as they are given more time for independent learning, they are willing to participate in art appreciation class learning. The atmosphere of art appreciation class with students as the main body is relatively active. In the process of consulting and summarizing materials by themselves, students can fully experience the fun of independent inquiry and gain a sense of achievement, improve their self-control of learning, and extend this ability and happy experience to other disciplines, to gradually develop the habit of independent learning and enhance the efficiency of learning.

Second, cooperative learning development strategy. In collaborative learning, teachers first need to define their role as "assistants."Teachers can divide students into study groups of five or six people and give them learning materials. Students can choose their learning content, then. The teacher reorganizes the students from different groups who choose the same learning content for discussion and communication. Finally, the students returned to the previous group and shared what they had learned with other group members for inter-group demonstration. Teachers can supplement and summarize students' learning achievements and test their effects by in-class tests in this link. Cooperative learning strategy provides students with more opportunities to integrate into the collective, students are the "executor" of collaborative learning, in cooperative learning, students can learn to correctly view the relationship between competition and cooperation, improve their ability to communicate with students with different personalities, enhance the sense of team responsibility, play to their value.

Third, explore learning development strategies. Inquiry learning usually refers to a process of exploration, thinking, and practice carried out by students to solve a certain problem. It can be seen from the Ebbinghaus forgetting curve that in art appreciation teaching, teachers should not require students to memorize the native place and location of artists mechanically but should guide students to truly understand and experience the meaning of artworks by using the method of inquiry learning, to apply what they have learned. The teacher is the subject of putting forward the questions. First of all, the teacher should present the questions according to the time, the amount, and the depth of the material content. For example, why do literati paintings of the Yuan Dynasty focus on the combination of poetry, calligraphy, and painting? Then, students come up with hypotheses to find answers. Is it because the literati of the yuan Dynasty have high cultural accomplishments? The teacher first lets the students, through the actual knowledge and experience to put forward the hypothesis. According to the hypothesis of the student's step-by-step prompt thinking path, guide the students to explore and think. Finally, get the answer. Through the question put forward and search, collate the information obtained to form text information. In this part, teachers make comments. Exploratory explanations don't have to be exhaustive; it's usually just a "partial explanation" as needed. Therefore, in the process of inquiry teaching, teachers must grasp the amount and degree of explanation, and more importantly, grasp the opportunity of explanation. Inquiry learning emphasizes openness, creates a relaxed, harmonious, and democratic psychological atmosphere for students, and gives them a sense of psychological security. In contrast, psychological security and psychological freedom are the cradles of students' active and vivid development (Yu, 2004). In an independent inquiry, students are not limited to getting answers to questions but mastering ways and methods to solve problems and improve their aesthetic observation ability and art appreciation skills.

By strengthening the role of teacher guidance, students' initiative in learning has been significantly improved, which plays a role in promoting the construction of an efficient classroom. The research results were based on research assumptions, and the recommendations are as follows:

freedom, if unchecked, is the negative side of freedom, valued only as an instrument of freedom to gain power.

First, strengthen theoretical learning, reasonable deconstruction of appreciation content. Teachers are the lighthouse of students' learning, so the level of teachers' knowledge will directly affect students' learning quality. Just as Professor Wang (2002) said, "For the determination of the purpose of education, the only spirit of education that needs to be grasped is that education is the cause of training people, its only starting point is the development of people, and its highest magpies can only be the perfection of people. Suppose teachers want to use art teaching resources in art appreciation classroom teaching flexibly. Suppose teachers want to make flexible use of art teaching resources in art appreciation classroom teaching. In that case, they need to control the objectives, nature, content comprehensively, and Implementation Suggestions of the curriculum in the new curriculum standard, widely involve art theory, pedagogy theory, psychology theory, geography, philosophy, history, and other humanistic knowledge, constantly improve knowledge reserves and update educational ideas, Enrich classroom teaching forms and constantly reflect and summarize in teaching, to improve their comprehensive quality and meet the needs of modern education.

Second, Content selection should attach importance to students' subjectivity. If the teacher does not try to make students have high interest and intellectual excitement of the heart state, they are eager to impart knowledge, then this knowledge can only make people indifferent attitude, and emotional, mental work will bring tiredness. Without joy, study becomes a heavy burden. Therefore, in selecting content, emphasis should be placed on the foundation, and the principle of acceptability should be followed. Teachers should limit themselves to textbooks and select the teaching content based on the new curriculum standard and textbooks, combining high school students' learning interests, cognitive law, and existing appreciation level and ability. Shorten the distance between artworks and life. Art comes from life, and the birth of every piece of art is closely related to life. Just because of this, the audience can perceive the charm of art through artworks and have empathy. Selection of classic works, diversified appreciation. The so-called classics are the essence of a spiritual or material culture that has been screened by nature and man and retained through long-term historical accumulation and inheritance (Yin, 2016). Classic artworks after the polishing of time confirm the significance and value it, reflect the changing times and enrich the painter's emotion and the human spirit. Classical art is one of the important teachings of high school fine arts appreciation lesson teaching resources, has an important influence on the effectiveness of students learning, and plays an important role in forming students' core accomplishments. The fundamental purpose of education is for the development of students. Wolff, an American scholar, advocates that the emphasis should be placed on students. The task of teachers is not to teach students to understand a certain work of art but to provide them with opportunities to promote their understanding of the work (Yin, 2007). Teachers need to mobilize learners' "vision of expectation" and increase the breadth and depth of appreciation in the known information of art when appreciating works of art. In addition to the composition, color, light, and shade, the author's thoughts and feelings, realistic value, the historical value of interpretation, but also need to carry out in-depth image reading so that students have a sense of surprise, arouse students' thirst for knowledge, to improve students' appreciation ability.

Third, Use teaching methods to stimulate students' interest. Innovating teaching methods is an effective way to improve the teaching quality of art appreciation. Teachers need to create effective situations to promote students' participation. Creating the situation of "turning the shaft and plucking the strings two or three times, before the tune is sentient" can make students quickly eliminate the interference of external and inner factors and enter the aesthetic state of mind, which is particularly important (Yin, 2007). Teachers can create scenes through pictures, actions, and language. For example, To appreciate a work by "Barge Haulers on the Volga," a group of students could imitate the actions of a hauler. The teacher guides the students to associate the situation on Volga River with the historical background and feel the mover's hard work when pulling the boat to understand better the realistic emotion conveyed by the artist. Teachers need to use multimedia teaching to cultivate students' appreciation ability skillfully. High school students' attention in class is characterized by instability and short duration. Teachers should combine art teaching content and give play to the auxiliary role of multimedia equipment in teaching. Through the integration of teaching resources such as images, videos, and audio, Combined with the use of different media such as lighting and color, the use of a variety of situation creation methods to trigger students' unintentional attention, enhance students' sense of art learning experience, mobilize students' enthusiasm and initiative to participate in art appreciation.

The last, teaching evaluation to promote student development. Teachers should consider students' subject status, pay attention to the diversification of evaluation subject, students can use self-assessment, students mutual and teacher evaluation, pay attention to the student's performance in the learning process and students' learning situation to facilitate students' learning habits, the organic combination of process evaluation with summative evaluation, Omni-directional three-dimensional comprehensive evaluation. Art teachers should set up correct evaluation concepts and standards in the evaluation, promote teaching and learning by evaluation, improve the teaching effect of art appreciation courses, and promote the overall development of students. At the same time, reflection is a reflection on teachers' teaching, Which can better optimize teachers' teaching methods and levels and promote teachers' continuous growth. Therefore, Teachers should pay attention to regular teaching reflection. At the end of each class, teachers can understand students' learning situation by issuing questionnaires to students to monitor and evaluate their learning situation, summarize and reflect on teachers' teaching and write "re-teaching design."

Recommendations for further studies

In the new era, giving full play to the guiding role of teachers and giving full play to the subject status of students is an effective way to build an efficient classroom. It can not only promote the realization of teaching objectives but also help to improve students' enthusiasm and promote the improvement of students' ability of autonomy, cooperation, inquiry, and independent thinking. High school art appreciation needs to wake up the curriculum consciousness of both teaching and learning subjects. Innovating the teaching process and students' learning methods is the bridge to realize students' all-around development, which experts, scholars, and front-line teachers are worth further exploration.

In addition, the differences in student's family background, personality, and ability pose challenges to teachers' efficient classroom teaching, and the method of teaching students according to their aptitude can be further studied.

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Study on the mechanism of industry-education integration in Vocational education

Taking the Industrial College of a university in Shandong as an example

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Abstract

In February 2019, the State Council of China issued the *"National Vocational Education Reform Implementation Plan"*. Under this background, China's vocational education has undergone tremendous changes. The country has developed vocational education as a type of education parallel to general education. A series of vocational education reform documents have been issued, promoting a historic revolution in Chinese vocational education. It is the mission of China's vocational and technical universities to solve the biggest problem that college students trained in our country's colleges and universities cannot fully meet the needs of industry enterprises. The introduction of enterprises into schools and the participation of enterprises in running schools is the fundamental solution to the problem. Combining personal work reality, the author has continuously strengthened theoretical study and research in many years of vocational education practice, systematically studied the relevant national policies on vocational education, and used these theories to guide work practice. By drawing lessons from foreign vocational education experience, combining with typical practical cases, the author has carried out in-depth research on this subject with the starting point of improving the quality of China's vocational education. In the process of research, the focus is on how to balance the interests of both schools and enterprises, how to build productive training bases, how to introduce real productive training projects, how to reform teaching models, and how to promote the promotion of double teacher quality. , The formation of a series of research results, which provides theoretical basis and support for similar colleges and universities in the province to break education barriers and actively promote the integration of production and education. The results can be appropriately promoted to similar colleges and universities across the country.

Keywords: Integration of production and education, Vocational education, Connotation enhancement, Teaching Reform.

Introduction

Research Background

On February 13, 2019, China's State Council issued a document named "Notice of The State Council on Printing and Distributing the Implementation Plan of National Vocational Education Reform", which raised vocational education to an unprecedented height. "There is no modernization of education without modernization of vocational education".

China's vocational education has embarked on the fast track of constantly improving the quality of talent training. China's vocational education has ushered in a new stage of deep reform and rapid development, and the pattern of vocational education has changed. At present, China has established the largest vocational education system in the world. Vocational education plays an important role in helping young people realize their dream of becoming skilled and developing high-quality service economy.

To develop high quality career education, on the one hand, need more government spending on vocational education, vocational education is given in funds and resources into more support, on the other hand, need to use policy levers to encourage and guide enterprises, industry and other social forces to actively participate in, form a resultant force to promote the development of vocational education in the whole society.

Under the background of Chinese government's strong support for vocational education, vocational education should give full play to its own initiative and accelerate the reform of school-running mode from its own perspective. Higher vocational colleges should continue to promote teaching reform, strengthen in-depth cooperation with enterprises, and run higher vocational education side by side with enterprises. Only in this way can China's higher vocational education realize the organic connection between education chain, talent chain, innovation chain and industrial chain. Only in this way can the adaptability of vocational education be continuously enhanced, the training quality of skilled talents be continuously improved, and more craftsmen of large countries be cultivated for China.

At present, the talents trained in China's general education can not fully meet the development needs of China at the present stage, which requires vocational education to shoulder the banner and carry out drastic reform. Higher vocational colleges should actively promote the integration of enterprises and education to train high-level technical talents for various industries and industries in China.

It is a feasible and important way for higher vocational colleges and enterprises to build industrial colleges together, which provides a guarantee for the deep integration of the two and the training of high-level technical personnel. The main mode of cooperation between the two parties is to jointly build industrial colleges or majors.

Research Problems

This project mainly studies the following aspects:

1. Study how to stimulate the enthusiasm of enterprises to participate in vocational education, so that enterprises can actively cooperate with higher vocational colleges in running schools.

2. Study the mode of school-enterprise cooperation. The scope, management mode and entity of cooperation between schools and enterprises are studied respectively.

3. Research on the operation mode of school-enterprise cooperation. Study whether schools and enterprises can build a new entity, whether joint management, whether to share the results of three aspects. Study whether the operation process can realize the complementary advantages of the two.

4. Research on the teaching mode of school-enterprise cooperation. To mark the "three education reform", research work is carried out from the following aspects: teaching idea, teaching method, teaching method, teaching method, textbook compilation and teacher promotion, so as to promote the quality project.

Objective of the study

There are three objectives of the study:

1. Conduct in-depth research on relevant national policy documents on vocational education and form a research report.

2. Take the industrial College of a university in Shandong province as an example, combine the theoretical results of the research with specific practice, and form a research report through a comparative study with general education.

3. Published an academic paper on the integration of industry and education in vocational education.

Scope of the study

This research project mainly takes the industrial College of a higher vocational college in Shandong as the main research object, and makes a special study on how to carry out the integration of industry and education in vocational education schools by referring to national policies and foreign typical cases.

Research Significance

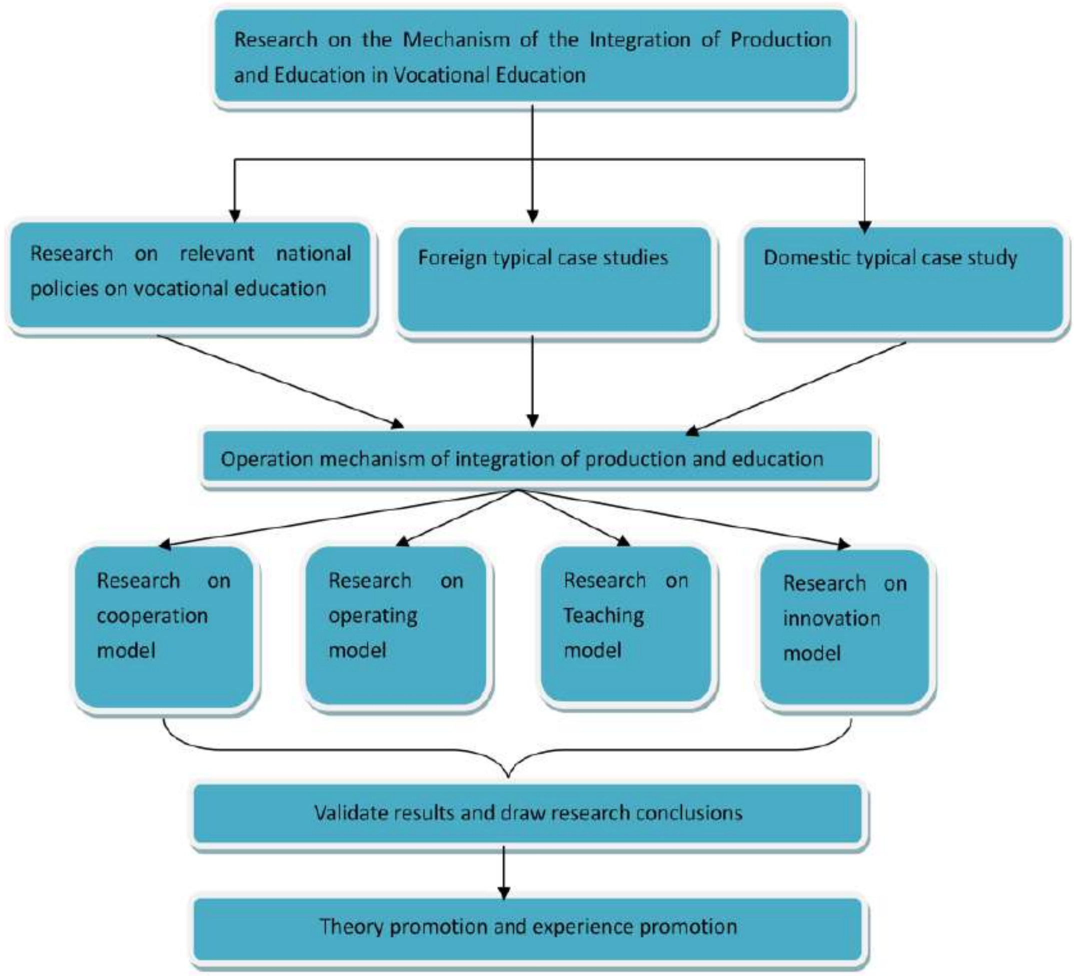
This research project mainly focuses on how vocational education colleges and universities carry out industry-education integration. The research results have certain reference significance for domestic vocational education colleges and universities to carry out industry-education integration.

Only the deep integration of schools and enterprises can give full play to their advantages and form complementary advantages. Advanced education concepts, teaching methods and means are introduced into the education process. Through the classroom revolution, the industry's most cutting-edge technology and corporate culture are introduced into the classroom, and the quality of talent training is guaranteed under the guidance of real and productive training projects.

The social satisfaction is the most practical standard to evaluate the quality of talent cultivation.

This paper first studies the cooperation mode and operation mode of the integration of industry and education, and then verifies the typical cases of school-industry cooperation. The research results prove that students trained by vocational education universities are more popular with enterprises than those trained by ordinary universities. Vocational colleges that integrate industry and education produce better students than traditional vocational colleges.

Theoretical framework



Hypotheses

1.Suppose that schools and enterprises have jointly built a productive training center

If schools and enterprises jointly build a modern productive training center, they can introduce the advantageous resources and real cases of cooperative enterprises into the training classroom, so as to realize the connection between the training environment and the working environment, between the training projects and the working projects, and between the learning content and the working content. In this way, the students' practical ability can be greatly improved. Therefore, the graduation practice can be completed directly in the enterprise post, which greatly improves the work efficiency of the production enterprise, saves the operation cost of the enterprise and improves the employment satisfaction of the enterprise.

2.Suppose that schools and enterprises jointly carry out enterprise research

Both schools and enterprises jointly arrange personnel to strengthen industry research, accurately grasp industry demand, master the development trend of cutting-edge technology, jointly formulate talent training plan, introduce enterprise technology demand and new technology into real classroom, and jointly develop new courses and new teaching materials suitable for schools. This can not only meet the employment needs of enterprises and industries and improve the employment competitiveness of students, but also provide a guarantee for the connotation development of the school.

3. Suppose that schools and enterprises cooperate deeply to jointly carry out classroom revolution.

Then school teachers and business masters can work together to strengthen the exploration and reform of teaching mode and carry out classroom revolution; Give full play to the joint role of school teachers and enterprise teachers in educating people, and build an education system of all staff education, whole process education and all-round education. Directly meet the needs of enterprises and strengthen students' practical ability and innovation ability.

4.Assuming the deep integration of schools and enterprises, jointly strengthen the construction of double qualified teachers.

The school can give full play to its educational advantages, bring enterprise masters into the teaching staff, and make up for the shortcomings of enterprise teachers; Enterprises can also give full play to their technical advantages, and the teacher team in the school is led by enterprise masters to strengthen technology improvement and R & D. Achieve the goal of deep integration of school and enterprise teachers, common improvement and co construction of a team in the form of double teachers.

Literatures Review

In the research on local government promoting the integration of industry and education in higher vocational colleges, Bai Xiaoming believes that the coordinated education of vocational education through the integration of industry and education is an important way to deepen the teaching reform of vocational education. Deepening and promoting the integration of industry and education, enriching the teaching resources of higher vocational colleges, improving the scientific research competitiveness of enterprises, promoting the overall progress of regional economy, and achieving the goal of win-win, is not only a necessary way for the reform and development of higher vocational education, but also an important content to transform and improve the functions of local governments.

Zhao Conghui described in her article *"Research on the mode of integration of industry and education in the context of new engineering"*: in the process of enterprise teaching, project-based teaching is a good choice. Students not only enhance their practical ability, but also improve their teamwork and communication ability by contacting - projects or cases, forming interdisciplinary teams and using what they have learned to solve specific problems. At the same time, enterprises can substitute the latest development trends of the industry into the teaching process to cultivate students' engineering thinking. Under the concept of output oriented engineering education, teaching methods and forms must be changed to guide students to pay more attention to the real world, so as to obtain a better learning experience.

In her article, Li Dandan, a teacher of Sichuan Institute of information technology, expressed her view on the construction of double qualified teachers: school enterprise cooperation needs a "double qualified" teacher team. The school invites enterprise professionals to teach in the school, so that the teaching plan, curriculum, teaching content and teaching management can better meet the requirements of enterprise employment. At the same time, the school should adopt the way of "going out" to strengthen the integration of school and enterprise and reduce the phenomenon of low school participation.

Huang Yanpei's research on the integration of industry and education and its contemporary value holds that the teaching principle of the integration of industry and education is "unity of learning and doing", and its fundamental idea is the design of the integration of teaching and learning.

Liu Chengyou's article analyzes the background and goals of national education development, expounds the production and role of vocational undergraduate education, and discusses the guiding ideology and basic principles of curriculum system setting for vocational undergraduate education. Based on the practical experience of vocational undergraduate talent training in Hainan Vocational University of Science and Technology, the construction path of vocational undergraduate course system is discussed in detail. Through practice, it is concluded that the establishment of a vocational undergraduate curriculum system must start from building a reasonable design team, standardizing scientific design steps, and building a reasonable evaluation system, with the training of high-level technical skills as the basic starting point. The principles of teaching integration, work-study integration, and student-centered construction.

Kang Lei and others have conducted research on the key points of policy reform and innovation paths for enterprise participation in running schools. At present, state-owned enterprise-run vocational colleges still have insufficient management systems, insufficient system standards, insufficient motivation for enterprises to participate in running schools, insufficient investment in running schools, and poor supporting policies. Awaiting refinement and other difficulties, it is necessary to face up to the positive significance of state-owned enterprises running vocational education, and in-depth promote the management system, school-running model, guarantee mechanism, support policy and other classification reforms, and continuously enhance the recognition and attractiveness of state-owned enterprises' vocational education, and promote its high quality, sustainable development.

Teacher Wei Shuyin uses the state-owned enterprise to hold vocational education as an example to analyze the key success factors of the integration of production and education under the diversified school-running pattern. There are three main difficulties in the in-depth integration of industry and education: the motivation of enterprises to participate in the integration of industry and education, the path and long-term mechanism of continuous in-depth integration of industry and education. Use the case of the state-owned State Grid Corporation of China to develop the deep integration of industry and education to deconstruct the three dilemmas of the integration of industry and education: the motivation of enterprises to participate lies in talents and intellectual property rights; the path of integration of industry and education lies in the reconstruction of the knowledge and skill system that connects the industrial chain. Establish a resource sharing system and responsibility sharing mechanism for the integration of industry and education, establish a knowledge alliance and a community of practice for industry and education, and form a high-quality development model for industry and education integration; build an industry-led, industry-education-linked development, resource sharing, and responsibility-sharing industry Teaching deep integration of long-term mechanism.

Research Methodology

1.Literature research method. Through this research method, it focuses on the research of relevant national policies and regulations related to vocational education, as well as classic cases at home and abroad. Through the literature research method, inquire about newspaper materials, online literature materials, etc., to systematically understand the state's vocational education reform and the state's documents on promoting the integration of industry and education, and school-enterprise cooperation. Significance.

2.Investigation and research method. Through this research method, this paper focuses on the questionnaire and data sorting of enterprise satisfaction and personal satisfaction of college graduates' employment quality.

3.Comparative analysis. All kinds of data obtained by investigation and research method are compared with parallel samples to reflect the essence of the problem through the data, promote the project reform and meet the needs of this research project

4.Case analysis. Case study method is to analyze the process of students' personal situation or a single project, find out the gap between before and after, and summarize experience. Sort out various data generated after the promotion of the production education integration project, conduct in-depth investigation and analysis, and get the advantages of the production education integration projects.

Finding and Conclusion

Through the analysis of the key success factors of the integration of industry and education under the diversified school-running pattern, there are three main difficulties in the deep integration of industry and education: the first is the motivation of enterprises to participate in the integration of industry and education, and the second is the path of continuous in-depth integration of industry and education. The third issue is the long-term mechanism. There are three difficulties corresponding to the deep integration of industry and education with state-owned enterprises: the motivation for enterprises to participate in running schools lies in talents and intellectual property rights; the path of industry and education integration is to restructure the knowledge and skill system that connects the industrial chain, and establish a resource sharing system that integrates industry and education. Establish an industry-education knowledge alliance and a community of practice with a shared responsibility mechanism, and form a high-quality development model of industry-education integration; build a long-term mechanism for in-depth integration of industry and education that is enterprise-led, industry-education-linked development, resource sharing, and shared responsibility.

The formation of the vocational education standard system is an important symbol of the scientific and connotative development of vocational education. The vocational education standardization actions of western developed countries have provided us with useful references. The construction of national vocational education standards is the focus of the implementation of vocational education reform in my country at this stage. It is necessary to establish a long-term mechanism for vocational education standards in terms of standard formulation, implementation, supervision and evaluation. Standards are a prerequisite for management and evaluation. The construction of a "dual system" vocational education standardization system is of great significance to further promote the talent training model, better practice school-enterprise cooperation, work-study integration, give full play to school-enterprise education resources, and cultivate high-quality talents.

1. To cultivate talents to meet the needs of national development, it is necessary to vigorously promote the integration of industry and education within the scope of vocational education and the cooperation between schools and enterprises. Only in this way can the superior resources of enterprises be introduced into schools to meet the needs of school education development, while education will provide intellectual and human support to the industry.

2. The interests of schools and enterprises must be fully balanced to run education well together. The state has issued relevant guidance policies, and it is more necessary for schools and enterprises to jointly promote cooperative projects from the perspective of "equality, mutual benefit and mutual benefit".

3. The joint construction of industrial colleges must take the joint improvement of teaching quality as the first goal, and continuously promote the construction of connotation projects and teaching reform, so as to ensure the standards of talent training.

4. Research results need to be verified and improved in practice before they can be promoted to a wider range of use.

Recommendation

1. My research level is limited, the research scope is small, and the data obtained are not accurate and complete, which will have an impact on the research project. In the next step, I will try my best to improve my research level, strengthen my contact with other schools and enterprises, and continue to do my research well.

2. It is suggested that the state continue to introduce relevant policies to fully stimulate the enthusiasm of enterprises to participate in running schools.

3. The mechanism of school-enterprise cooperation in running schools needs in-depth study. The balance of interests between schools and enterprises is crucial in cooperation, which is the guarantee for the success of cooperative projects.

4.Cooperation between schools and enterprises in running schools has a long way to go. We're always on the road to discovery.

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Evaluation of Operation Efficiency of Major Chinese Ports Along the Belt and Road

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Abstract

The implementation of the Belt and Road (B&R) strategy makes various regions invest in ports one after another. There's fierce competition among ports, and research on port operation efficiency has become a hot topic at present. In this paper, from the perspective of production method, use the model of Date Envelopment Analysis (DEA) to make an empirical analysis on the operation efficiency of major ports along B&R in China. Selecting the length of terminals and berths as input indexes, the throughput of port cargo and container as output indexes. The results show that there are great differences in port efficiency in different regions of China. A small part of port efficiency is close to DEA efficiency, and the input and output reach saturation. However, most of the ports are still relatively inefficient and require continued investment in technology and infrastructure construction.

Keywords: Belt and Road; Port efficiency; Date Envelopment Analysis.

Introduction

Research Background

With the trend of economic globalization, China, as one of the major economic and trade participants, not only takes up the heavy responsibilities, but also faces great challenges. Under the circumstances that all countries advocate the green economy, China is faced with the great pressure of urgent transformation and upgrading of economic structure and adjustment of industrial structure. In view of the new development trend, President Xi put forward the "Belt and Road" initiative, emphasizing the establishment of cooperative relations with countries along the route, and working together to reproduce the past prosperity. The port is the gateway to all countries as the passageway connecting trade. Since ancient times, the port has assumed the important role of economic trade, which can be said to be an indispensable participant in economic development.

Research Problems

As an important node in the implementation of the B&R initiative, ports play an important role in opening up economic and trade arteries along the B&R. The efficiency of ports determines whether the economic and trade exchanges are smooth or not. Moreover, the direct economic hinterland of each port service is overlapping and the competition is fierce. Therefore, it is necessary to consider both the overall service capacity and level of regional ports and the operation efficiency of individual ports. By studying the operation efficiency of major Chinese ports along the B&R, this paper puts forward countermeasures and suggestions to improve the respective operation efficiency of ports and the overall service level of regional ports.

Objective of the study

Using the date of the Chinese ports along the B&R, especially the date of the key ports, and using the BCC-DEA method, from the perspective of calculation and analysis, find out the gap between each port and the existing problems and reasons. In this way, adjust resource allocation, infrastructure construction and other related business strategies, promoting the ports invest in business resources reasonably and realize the improvement of their own operation efficiency. So as to improve the competitiveness of ports greatly, and play an important role as transportation bubs for the economic development of China and other countries in the world, and plays an important role as transportation bubs for the economic development of China and other countries in the world.

Scope of the study

Based on the current situation and problems of 14 cargo ports along the B&R, this paper evaluates and analyzes the operation efficiency of each port in 2019. By selecting the corresponding production index system, using the DEA model to analyze the efficiency of the ports along the B&R in China and calculate their production and operation efficiency, find out the gap between the ports and the space for improvement, then put forward corresponding countermeasures and suggestions.

Research Significance

In recent years, in order to facilitate the implementation of the B&R strategy, China's ports extend their own functions and improve their logistics services to meet customer needs. Under the background of the B&R strategy, ports want to seize the development opportunities and change the status quo of competition among ports. It is urgent to study port efficiency. The DEA model is used in this paper to evaluate the efficiency of major Chinese ports along the B&R, so as to provide meaningful reference for the port development and construction.

(1) Quantitatively measure the operation efficiency analysis of China's major coastal ports since the B&R strategy was put forward, comprehensively investigate and clarify the positive promoting effect of the B&R strategy on the development of China's major coastal ports.

(2) Through the analysis of port efficiency along the Belt and Road, it plays a reference role in port resource allocation.

Literatures Review

In the economic sense, port efficiency is the effective allocation of its resources, the general term of input-output competitiveness and management level (Pang, 2006). The research on port efficiency was first started in the 1970s. At the beginning, a single financial index such as terminal operation efficiency was mainly used to analyze the profitability, stability and competitive advantage of ports, or the optimal cargo throughput was calculated by building a model to try to find out the optimal throughput water (Sachish, 1996).

Since entering the 21st century, with the continuous development of port business, the relatively one-sided and single financial index evaluation cannot meet the needs of the current situation, and a more in-depth scientific and reasonable index system is needed to measure port efficiency (Kang H.B., 2008). Therefore, scholars at home and abroad began to focus on the exploration of various port efficiencies measured by multiple indicators in a comprehensive balance. In general, the main research of port efficiency theory at the present stage is to establish a basic indicator system for comprehensive evaluation of port efficiency, and to classify and evaluate the technical efficiency, scale efficiency and pure technical efficiency of port efficiency Port efficiency evaluation studies mainly focus on the selection of input-output indicators from the perspective of production, and use a variety of DEA models, such as CCR-DEA BCC-DEA, to analyze the efficiency of major ports in the world, and give the operation improvement measures after comparing with ports with relatively effective technologies.

Cullinane, Song & Wang (2004) and (2006) used the data enveloping analysis method to select wharf length, yard area, number of bridge cranes, number of yard stack cranes, number of carrier cranes as the input index, number of annual containers and total throughput as the output index, using SFA In this paper, a large number of empirical studies are made on the efficiency of major Container ports in Asia, and the relationship between port size and port efficiency is obtained

In order to make up for the shortcomings, more and more scholars tend to use non-parametric methods to evaluate port efficiency, and the most widely used method is the Data Envelope Analysis (DEA). Sun & Xiao (2009) used the DEA model to evaluate the relative efficiency of the port's economy operation of 11 coastal provinces and cities in China, and analyzed the specific situation according to the evaluation results, and then put forward suggestions for the sustainable development of the port's economy. Kuang (2008) used the DEA model to study the technical efficiency, cost efficiency and X-efficiency of Chinese ports. Xie & Chen

(2021) studied the efficiency of Zhoushan port in China. They used the DEA model to measure efficiency and came to the conclusion that the efficiency of Zhoushan port was invalid (Xie & Chen, 2021). Zheng & Xu (2020) took China's Lianyungang port as an example and applied DEA model to analyze port logistics efficiency, so as to put forward targeted suggestions. Wei (2020) took China Tianjin Port Container Operation Company as the research object, used the DEA model to analyze the data of six container companies from 2016 to 2018, and put forward countermeasures for shortcomings through comparative analysis

Research Methodology

This article from the point of view of production, using the DEA method, based on the data of the ports along China's B&R, analysis of the port's operations relative efficiency, affects the operating efficiency of the main influencing factors, and through the concrete analysis further to explore the power source of port operation efficiency for the support of each port and even national policy.

1. Construction of port operation efficiency evaluation index system

A basic prerequisite for the application of the DEA method is the selection of the input and output indicators. The input and output indexes that can be considered mainly include:

(1) Input indicators

From the perspective of the port's infrastructure utilization rate, including the index of the number and length of the berth, the total number of the lifting equipment, the container bridge cranes machine, handling machinery and the special machinery. And the number of the port vessels and the total number of the conveying equipment, the area of the yard, the warehouse, the length of the railway private sidings, and the total of the investment of the ports, etc.

From the influencing factors perspective of the logistics capacity, including the annual import and export volume of hinterland cities, annual GDP of hinterland cities, number and length of the berths, yard area, warehouse area, number of collection and distribution lines and modes of transportation, port management system, laws and regulations, information service level, etc.

(2) Output indicators

The output indicators of the comprehensive effect of the main influencing factors on port production and operation efficiency, including the actual output such as port throughput, terminal cargo operation and container operation, as well as service output such as service level, customer satisfaction and ship work efficiency.

Now, many scholars have applied the DEA method to the port industry, and the index system established by them is shown in Table 1 after sorting out representative literature.

Table 1 Input and output indicators

Related research	Input indicators	Output indicators
Liu & Wang (2019)	Berth number, yard area, shoreline length	Container throughput
Du & Zhou (2021)	Length of wharf, length of berths for production, number of employees on duty at the end of the year, number of loading and unloading equipment	Container throughput, cargo throughput
Fang & Peng (2018)	Length of wharf, total number of the berths, public supporting facilities	Average annual growth rate of cargo throughput, foreign trade throughput and container throughput
Yang & Zheng (2019)	Number of the berths, length of docks, etc.	Cargo throughput, container throughput, etc.
Zhang (2019)	Length of coastal wharf, number of coastal berths, number of 10,000-ton berths	Container throughput, cargo throughput, passenger throughput
Zhang (2013)	Length of wharf, number of the berths, number of 10,000-ton berths	Cargo throughput

According to the Table 1 and the degree of data acquisition, the input and output indicators of production and operation efficiency evaluation selected in this paper are shown in Table 2. The main reasons are as follows:

(1) The length and the number of wharfs are the main investment reflecting the construction of the port fixed assets. The period of the investment payback is relatively long and determines the scale of logistics capacity of the port. Only when it is fully utilized in its service life, the production and operation efficiency of the port can be improved.

(2) The main influence factors of the port include the efficiency of loading and unloading, the level of logistics management, the developed degree of collection and distribution, and the level of information, etc. The final result of the combined action of these factors is reflected in the port's passing capacity.

(3) The comprehensive effect of domestic and foreign industry environment, national policies, service level and work efficiency is also reflected in the actual freight volume of the port. Therefore, cargo throughput and container throughput are selected as the output indicators.

Table 2 Input and output index system of port production and operation efficiency evaluation

The serial number	Indicators category	Name of factors	Factors meaning
1	Input indicators	Length of production dock	The length of a port used for berthing ships, loading and unloading cargo, and loading and unloading passengers. Including fixed and floating lengths of various forms of wharf.
		The berth number	The place for berthing a ship is called a berth. Including wharf berth, buoy berth and anchorage berth for ship anchorage, water barge platform berth, etc.
2	Output indicators	Cargo throughput	Refers to the weight of cargo entering and leaving the port area by water during the reporting period. This includes mail, checked baggage, parcels, and fuel, stores, and fresh water for replenishing transport ships.
		Container throughput	Refers to the total number of imported and exported containers at a port over a period of time, usually measured in TEUs.

2. Data related to major ports of the Belt and Road Initiative

The B&R initiative not only inherits the routes of the ancient Maritime Silk Road, but also strengthens cooperation with countries along the routes. In this context, the selection of target ports focuses on the port groups in five regions, which are the important ports in the Yangtze River Delta, Bohai Rim, southeast coast, Pearl River Delta and southwest coast (Sun, M., 2017). The National Development and Reform Commission and the National Energy Administration of China officially released the Vision and Actions for Energy Cooperation on Silk Road Economic Belt and 21st Century Maritime Silk Road, which clearly proposed to strengthen the construction of ports in 15 coastal cities such as Shanghai and Guangzhou, etc. As Sanya Port is mainly used for passenger transportation, another 14 target ports along the B&Road are mainly selected as the research objects and shown in Table 3.

Table 3 Selection of target ports along the Belt and Road

Major Chinese ports along the Belt and Road initiative	
Port group	port
Yangtze river delta	Shanghai port, Ningbo-Zhoushan port
Bohai sea	Tianjin port, Yantai port, Dalian port and Qingdao port
The southeast coastal	Quanzhou port, Fuzhou port, Xiamen port
The pearl river delta	Guangzhou port, Shenzhen port and Shantou port
The southwestern coastal	Zhanjiang Port and Haikou Port

By studying the efficiency of target ports since the implementation of the B&R strategy and comparing the efficiency level of each port, this paper presents the production and operation level of China's ports and the differences between ports, and puts forward targeted development suggestions.

Table 4 Input and output Index data of major ports along the Belt and Road (2019)

port	Output indicators		Input indicators	
	Cargo throughput (ten thousand tons)	Container throughput (ten thousand TEU)	Length of production dock (m)	Number of berths for production (unit)
In Shanghai port	72000	4330	75818	560
Ningbo - Zhoushan Port	112009	2753	95772	627
Tianjin port	49220	1730	40620	189
Yantai port	30139	310	24063	113
Dalian port	36641	876	41101	223
Qingdao port	57736	2101	29368	117
Quanzhou port	12726	258	15555	94
Fuzhou port	21255	354	29315	201
Xiamen port	21344	1112	30502	160
Guangzhou port	51038	2106	23078	188
Shenzhen port	25785	2577	31471	143
Shantou port	3155	135	9952	86
Zhanjiang port	21570	112	16353	119
Haikou port	12447	197	9676	69

Data source: China Port Yearbook 2020

3. Measure Analysis of BCC-DEA Model

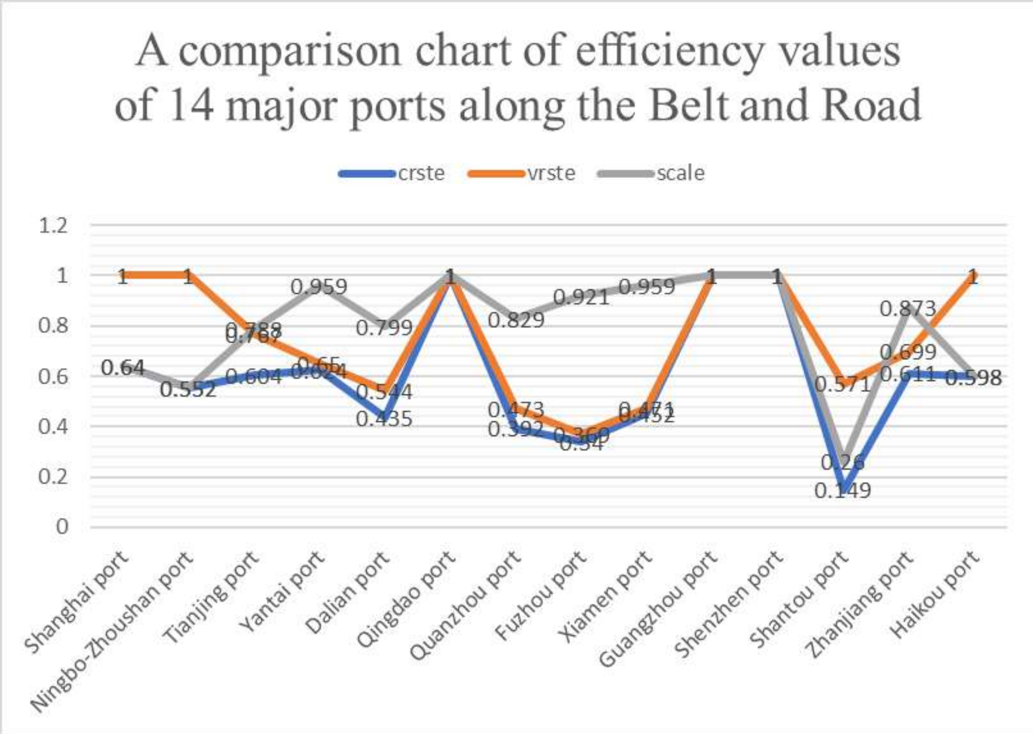
Input and output data of 14 target ports are substituted into DEAP2.1 software for calculation, and input-oriented BCC-DEA model measure analysis is applied (Zhou, T.T.,2015). The calculation results of DEAP2.1 software are shown in Table 5:

Table 5 Multi-stage DEA efficiency values of 14 major ports

The serial number	port	Integrated technical efficiency	Pure technical efficiency	The scale efficiency	Return to scale change
1	Shanghai port	0.640	1.000	0.640	drs
2	Ningbo - Zhoushan Port	0.552	1.000	0.552	drs
3	Tianjin port	0.604	0.767	0.788	drs
4	Yantai port	0.624	0.650	0.959	irs
5	Dalian port	0.435	0.544	0.799	drs
6	Qingdao port	1.000	1.000	1.000	-
7	Quanzhou port	0.392	0.473	0.829	irs
8	Fuzhou port	0.340	0.369	0.921	drs
9	Xiamen port	0.452	0.471	0.959	drs
10	Guangzhou port	1.000	1.000	1.000	-
11	Shenzhen port	1.000	1.000	1.000	-
12	Shantou port	0.149	0.571	0.260	irs
13	Zhanjiang port	0.611	0.699	0.873	irs
14	Haikou port	0.598	1.000	0.598	irs
	The mean	0.600	0.753	0.798	

Note: Drs represents diminishing returns to scale; - represents constant scale return; Irs stands for increasing returns to scale

Fig.1 Broken line chart of port efficiency along the B&R



Finding and conclusion

The calculation result shows:

From the analysis of return to scale, the ports in the decreasing stage of return to scale are Shanghai port, Ningbo-Zhoushan port, Tianjin port, Dalian port, Fuzhou port and Xiamen port, indicating that the infrastructure resources of these ports are already surplus. Shenzhen Port, Guangzhou Port and Qingdao port have reached the optimal state of return on scale, indicating that the scale resources of these ports have been most effectively utilized. Yantai port, Quanzhou port, Shantou port, Zhanjiang port and Haikou port are in the phase of increasing returns to scale, accounting for 30% of the target ports in total, which fully shows that since the implementation of the B&R strategy, most domestic ports have not been fully developed, which means that ports have a long way to go to invest in scale construction. Six ports are in the stage of diminishing returns to scale. Therefore, when the port scale is built to a certain extent, the port scale is not the bigger the better, but the relative investment scale should be established according to its own development.

From efficiency value analysis, the comprehensive technical efficiency of Qingdao Port, Guangzhou port and Shenzhen port is equal to 1, and they are at the technological frontier. The pure technical efficiency of Shanghai Port, Ningbo-Zhoushan port and Haikou port, whose comprehensive technical efficiency is less than 1, is equal to 1. According to the definition of the model, the main reason for this is that port input, output and scale are not coordinated. In order to improve the overall efficiency of the port, the port scale should be further optimized in future development. In addition, the comprehensive technical efficiency of the other 9 ports did not reach 1. The main reason lies in the low scale efficiency of these ports, which resulted in too much input in production operation but little output, and the development of the two is not coordinated

Recommendation

Port is an industry with relatively strong economies of scale. In the case of output not reaching saturation, the larger the port is, the faster the economy will develop. However, the endless expansion of the port scale will lead to the situation of oversupply in the port, making it difficult for the port to give full play to the advantages of scale. In order to keep pace with the strategic construction of B&R, in future development, China's major ports should be based on reality, implement the infrastructure construction of wharf berths and wharf lengths, improve the existing input-output structure, and enhance port operation capacity from various aspects so as to enhance port efficiency.

1. Reasonable planning of wharf berths

According to the data analysis results of each port, since the implementation of the Belt and Road strategy, the efficiency of ports along the route has been generally low until 2019, which is mainly caused by the ineffective of port scale. In the case of rapid economic development, the ports blindly build new berths and docks, ignoring the development of the economic hinterland where the ports are located and whether the supply of goods is stable. Therefore, blind expansion of the scale cannot improve the efficiency of the port, and corresponding planning and construction should be made according to the actual situation of the port to avoid the low efficiency of the port caused by excessive investment.

2. Focus on cooperation between regional ports

Under the strategic construction of B&R, it is more conducive to the development of ports to actively promote cooperation among ports. Rationally allocate resources in ports and effectively use investment resources to carry out reasonable construction of ports. From the analysis results, it can be seen that there are great differences in the development level of various port groups. In the long term, resource integration of ports can not only rationally allocate limited resources, but also avoid harsh competition among ports, so that all ports can develop in cooperation and improve the level of China's foreign trade.

3. Promote the construction of smart ports

Since the implementation of B&R, there are many targeted ports whose pure technical efficiency has reached or close to DEA efficiency. These port infrastructures have high utilization rate and high output capacity. However, the southeast coastal port group, such as Quanzhou port, Fuzhou port and Xiamen port has the lowest pure technical efficiency. Therefore, the southeast coastal port group should pay special attention to the development and introduction of intelligent technology to further improve the pure technical efficiency of ports, so as to improve the efficiency of ports. With the arrival of the 5G era in China, more port enterprises can use 5G technology to realize information communication, improve port facilities and facilitate the implementation of the B&R initiative

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Analysis On the Influencing Factors of Social-Media Short Video Marketing in China

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Abstract

The purpose of this study was to improve users' purchase intention with the help of analysis of perceived value, and to provide guidance for merchants to achieve effective social media short video marketing. Took the Stimulus-Organism-Response (S-O-R) classic model as the research paradigm, and the research methods used quantitative research and literature research. The results found that: Perceived use value and perceived trust value have a positive effect on consumers' purchase intentions, while the impact of perceived hedonic value was not obvious; information, social interaction and video content were important external stimuli for perceived use value and trust value factor. Therefore, businesses should strengthen social content operations, focus on marketing video content, and get closer to users' lives, so as to promote consumer purchases. Therefore, the positive attitude of social media short video marketing could be found by analyzing the perceived value to improve the user's purchase intention.

Keywords: Short Video Marketing, User Purchase Intention, Perceived Value, Video Content, S-O-R

Introduction

Research Background

In the era of Internet development, the revenue of the short video marketing industry has grown substantially, and shopping on short video platforms has also begun to become a consumer's choice (Xiao, Wang, & Wang, 2019). Take China as an example. From 2015 to 2019, the revenue of China's short video marketing industry increased from US$270 million to US$8.23 billion. The short video marketing model has been optimized and upgraded, the marketing budget of merchants on the short video platform has increased, and the revenue of the short video marketing industry has continued to expand, which is expected to exceed 25 billion US dollars by 2024 (Liu, Gao, Li, & Zhang, 2019). Short videos have many advantages. First of all, the scene is more specific. Consumers can not only watch them at any time, but also choose not to browse content that they are not interested in, which intensifies the transmission of information. Compared with pictures and texts, short video businesses or creators have more information, richer display methods, and more intuitive and visible product selling points. At the same time, the rational organization and effective presentation of information have created more opportunities for transactions (Costa-Sánchez, 2017). Therefore, compared with traditional marketing, the new model of short video is more in line with the needs of consumers and helps businesses achieve profitability.

Research Problems

Short video shopping as a new shopping method cannot maximize consumers' willingness to buy. Compared with traditional shopping method, short video shopping has some problems. First, product information cannot be displayed perfectly, and the lack of text and detail display makes consumers lack the perception of use value. Second, there are many merchants selling products on short video platforms, the content is boring, the sales purpose is too strong, and lack of entertainment. Last but not the least, in the process of shopping on short video platforms, lacking of interaction with merchants will also reduce consumers' desire to buy.

Objective of the study

There are many factors that affect consumers' purchases. Short video shopping as a new shopping method cannot maximize consumers' willingness to buy. Some consumers trust traditional shopping methods such as offline or online stores with pictures (Mowat, 2018). At present, there is a lack of relevant research on the impact of short video content marketing on consumers' purchase intention. This study is to help businesses increase users' buying intentions for short video marketing. At the same time, it can provide effective help for the marketing of short videos and the creation of consumer satisfaction with short video marketing. Considering that social media short videos cannot maximize consumers' purchasing intentions, and the marketing effect is affected by factors such as product information, entertainment, and video content, this article aims to increase users' purchasing intentions with the help of analysis of perceived value, and for Merchants provide guidance on effective social media short video marketing. Five research purposes are put forward for this purpose:

1. Analyze the factors related to commodity information and perceived value;
2. Analyze the related factors of video entertainment and perceived value;
3. Analyze the factors related to social interaction and perceived value;
4. Analyze the factors related to video content and perceived value;
5. Analyze the factors related to perceived value and purchase intention.

Scope of the study

The method of literature research is carried out in the process of helping social media short video merchants to develop short video marketing. Therefore, investigate the correlation between perceived value and user purchase intention. This study is helpful for merchants to understand consumers' perceptions of shopping through short video, and to analyze how merchants use social short video marketing to improve the effectiveness of transactions, which can become a favorable factor for the development of short video marketing.

Research Significance

At present, most companies and physical stores have short video marketing needs. If you want to do short video marketing, companies need to formulate appropriate video marketing plans and strategies according to their own needs. Doing a good job in short video marketing can give the company brand, and Enterprise products bring rapid exposure and precise passenger flow, helping enterprises to quickly increase customer sources and sales performance (Xu, Wang, Teng, & Wang, 2020). For consumers, this new shopping method is more interesting and authentic than traditional marketing (Bhardwaj & Sharma, 2020). Therefore, this article starts from the perspective of consumers' purchase intentions, launches research on short video marketing, clarifies the influencing factors of consumers' purchase intentions, and proposes to enhance consumer satisfaction and the use of short videos for commercial marketing and brand promotion by enterprises and merchants. Feasibility suggestion.

Hypotheses

Commodity information and perceived value

In the process of short video marketing, displaying product information is the basis. Wei et al. pointed out in their research that commodity information refers to the general term of news, intelligence, data or knowledge about commodities and their production, circulation or consumption. Roggeveen believes that short video is an important way to display product information. Compared with traditional pictures and text, its advantage lies in the dynamic display of the product, which enables consumers to more intuitively perceive the value of the product, and then decide whether to buy. Mulier and others believe that in the short video marketing process, the detailed introduction of the product's appearance, material, and usage methods can help consumers understand the product more comprehensively, and can bring consumers a sense of psychological certainty and safety. Sense, which triggers a certain perceived hedonic value, and can increase consumers' sense of trust in the product (Mulier, Slabbinck, & Vermeir, 2021). Based on the above analysis, the following hypotheses are proposed:

H1a: The informativeness of short video marketing has a positive impact on the perceived use value;

H1b: The informativeness of short video marketing has a positive impact on the perceived entertainment value;

H1c: The informational nature of short video marketing has a positive impact on the perceived trust value.

Entertainment and perceived value

Entertainment is also the main reason why the Internet attracts users. By increasing the entertainment of advertisements, consumers can perceive the value of products and commodities more quickly (Li & Li, 2017). Emotional and interesting content expression can attract users to watch, make users feel happy and increase their sense of trust （Jun, 2019. Based on the above analysis, the following hypotheses are proposed:

H2a: The entertainment of short video marketing has a positive impact on perceived use value;

H2b: The entertaining nature of short video marketing has a positive impact on perceived hedonic value;

H2c: The entertaining nature of short video marketing has a positive impact on perceived trust value.

Social interaction and perceived value

Social interaction has a significant positive impact on consumers' perceived use value and perceived hedonic value (Yadav & Rahman, 2019). The interactive participation process is a process of mutual understanding between merchants and consumers, which can effectively enhance user loyalty and facilitate the cultivation of mutual trust (Dai & Gu, 2019). Based on the above analysis, the following hypotheses are proposed:

H3a: The social interaction of short video marketing has a positive impact on the perceived use value;

H3b: Social interaction of short video marketing has a positive impact on perceived hedonic value;

H3c: The social interaction of short video marketing has a positive impact on the perceived trust value.

Video content and perceived value

Zhang and Liu found in their research that setting video content is an important feature of video marketing that distinguishes it from traditional marketing. The visual sense and scenes of marketing can bring users a hypothetical use experience and increase the probability of purchase. In addition, the location is composed of two aspects, including shooting technology and space and atmosphere, which stimulate the user's perception experience (Zhang & Liu, ２０１７）. Based on the above analysis, the following hypotheses are proposed:

H4a: The video content of short video marketing has a positive impact on the perceived use value;

H4b: The video content of short video marketing has a positive impact on perceived hedonic value;

H4c: The video content of short video marketing has a positive impact on the perceived trust value.

Perceived Value and Purchase Intention

Philip Kotler discovered that the premise for consumers to purchase is the value of the product or service they perceive. He first proposed that perceived value is closely related to consumer purchase intention. He first proposed that perceived value has a close relationship with consumers' purchase intentions. The results of Monroe and Krishnan's research show that consumers' subjective perception of goods during the shopping process directly affects their purchase intentions. Similarly, Zeithaml's research also shows that purchase intention is determined by the user's perceived value of the product or brand. Based on the above analysis, the following hypotheses are proposed:

H5: Perceived use value has a positive effect on consumers' purchase intention;

H6: Perceived hedonic value has a positive effect on consumers' purchase intention;

H7: Perceived trust value has a positive effect on consumers' purchase intention.

Literatures Review

Short video marketing

Short video began to rise in 2016. In 2018, it entered a period of rapid development. Many users have become important traffic entities in their short video software. Many businesses have built more short video marketing platforms for users to promote their development. Consumers (Short Video Marketing Strategy Report, 2021). In the process of short video marketing, many businesses begin to place advertisements and embed the content of the products they sell. This method will stimulate consumers' willingness to buy (Wang, 2021). On the basis of short video marketing, merchants find a suitable platform to promote the products and activities they want to promote through the platform, and continuously guide users to consume, thereby helping the merchant to achieve profitability (Yu, 2020).

User purchase intention

The in the process of short video marketing, it is necessary to consider the differences between each consumer, and consumers will have a lot of emotions during the purchase process (Zeng,2021). Consumers will pay attention to whether the products promoted have their own needs. Such psychological activities will affect Whether the consumer makes a purchase. Many consumers have learned about this product in the short video. According to their actual situation, they find that they have a need in this area. They will face the content in the short video with positive emotions (Jain, Rakesh & Chaturvedi, 2018). Such a happy mood will stimulate consumers' desire to purchase, and ultimately complete the purchase. Based on the consumer's psychology, short video marketing must have a marketing strategy, constantly taking the consumer's emotions as the starting point. If consumers are resistant to the products promoted in the short video, they will not be able to form a purchase intention (Zhao & Wang, 2020).

Perceived value

Perceived value is an important influencing factor for consumers to make purchase decisions. Improving consumers' perceived value is very important for product sales (Yuwei, 2021). Many studies have confirmed that there is a significant influence between consumers' purchase intentions and their perceived value. Through observation of the marketing environment at the time and combined with relevant psychology theories, it is proposed that consumers' perception of the value of a product determines whether he will buy the product. (Xiao, Wang, & Wang, 2019). Therefore, at the beginning of product design, companies should consider the utility of the product to consumers. Su believes that perceived value is a comprehensive assessment of the price that consumers need to pay and the possible benefits when buying a product (Su, 2018). Consumers' judgment on the attributes and functions of the product after using the product is the perceived value. Perceived value is the overall evaluation made by consumers on products or services that meet their specific needs after weighing the perceived benefits and the costs they have paid (Lu & Su, 2009).

Past research

In addition to meeting the diverse needs of audiences, short videos also satisfy consumers' usage and consumption habits. Therefore, the hidden commercial value behind short videos cannot be ignored. And short video content marketing is more intuitive than the traditional advertising marketing model, and the short video content marketing model will directly affect consumers' purchase intentions. Perceived value is an important influencing factor of consumers' purchase intention, and improving the perceived value of customers is crucial to the operation of enterprises (Shafiq, Raza, & Zia-ur-Rehman, 2011). For example, product information cannot be displayed perfectly, and the lack of text and detailed display makes consumers lack the perception of use value (Huang, 2021). Secondly, because there are many merchants selling products on short video platforms, if the content is boring, the sales purpose is too strong, and the lack of entertainment will also affect the perceived value of consumers (Yi & Dan, 2021). In addition, Chen et al. also found that in the process of shopping on the short video platform, the lack of interaction with the merchant will also reduce the consumer's desire to buy. Like other shopping methods, consumers usually buy in stores that they are relatively familiar with or trust. (Chen, 2020). In the process of short video content marketing, it is necessary to consider the differences between each consumer, and consumers will have a lot of emotions during the purchase process. Consumers will pay attention to whether the products promoted have their own needs. Such psychological activities will Affect whether consumers make a purchase.

Research Methodology

This study uses quantitative research and literature research. This article first reads a large number of related literatures on short video marketing and consumer purchase intentions and perceived value to summarize, organize, analyze and further clarify the research direction of this article. Taking the Stimulus-Organism-Response (Stimulus-Organism-Response, referred to as S-O-R) classic model as the research paradigm, in the context of short videos, explore the factors that influence consumers' purchase intention. Then the collected questionnaire data is selected SPSS26.0 as the data processing tool to analyze the research model and test the hypothesis. The main analysis process includes reliability and validity analysis and structural model testing.

Finding and Conclusions

Related theories

When merchants promote product marketing through short videos, they usually design the shooting copy and integrate it into the scene to show the characteristics of the product and brand image, or to simulate the experience for users by using tests and showing the advantages. This kind of marketing method does not directly sell products, but first cultivates users' emotional identity and trust, so that the brand slowly penetrates into the hearts of users, so as to stimulate users' willingness to buy (Wang, 2019). Based on this, this article takes the Stimulus-Organism-Response (Stimulus-Organism-Response, referred to as S-O-R) classic model as the research paradigm, expands the scope of application of the S-O-R model, and conducts targeted marketing activities for businesses to improve The consumer conversion rate has important practical significance.

Data collection and investigation and analysis

Collecting data through questionnaire surveys, the survey objects are relatively wide. In order to ensure the comprehensiveness and effectiveness of the samples, the survey objects are covered in different ages, regions, educational backgrounds, and occupations.

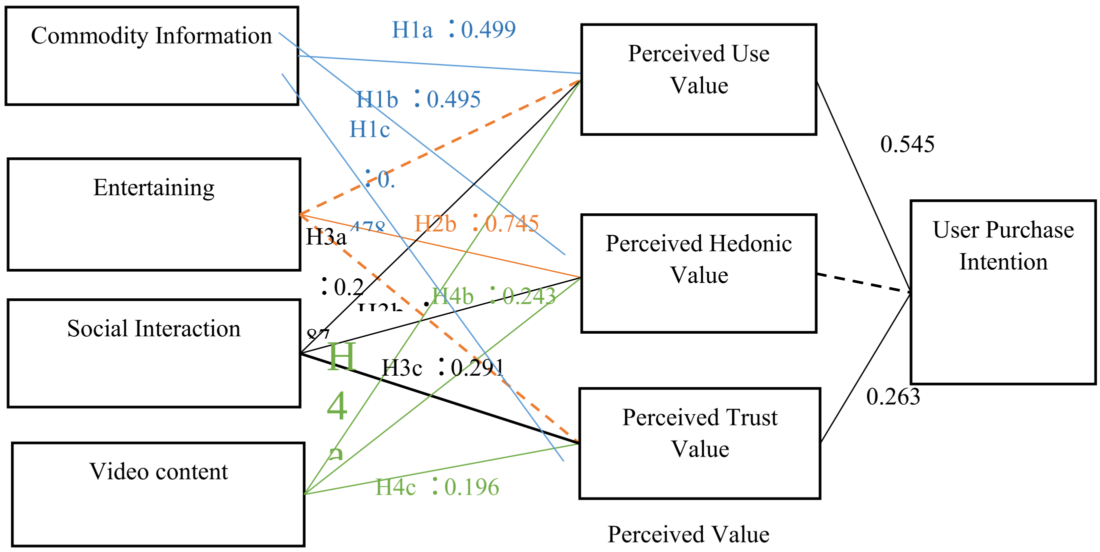
It took 25 days for questionnaires to be distributed and collected, and a total of 405 responses were received, including 354 valid questionnaires and 51 invalid questionnaires. There are two main sources of invalid questionnaires, one of which is to set up screening items at the beginning of the questionnaire to determine whether to follow the short video seller and bloggers to determine the subject of the survey; the other is to eliminate the answers with high consistency of options, which are filled by the respondents at will, Does not have research significance.

Reliability and validity analysis

Reliability tests were conducted on 354 questionnaires, mainly using internal consistency reliability and combined reliability. The test results show that the Cranach's α coefficients of all variables are between 0.79 and 0.92, all greater than 0.7, indicating that the measurement scale has good internal consistency. At the same time, the combined reliability coefficient CR of all variables is between 0.81 and 0.94, which is greater than 0.6, and the combined reliability of the scale passes the test. In addition, the factor loads of all items are greater than 0.7, which further proves that the scale can reliably measure the measured latent variables. Validity is tested by convergent validity, and the average AVE of all variables is greater than 0.5, indicating that the variables have convergent validity.

Structural model verification

This study uses structural equation modeling (AMOS 24.0) to construct the model and test the research hypothesis. Structural equation model indicators GFI=0.876, RMSEA=0.025, NFI=0.906, IFI=0.913, CFI=0.892, AGFI=0.820 all meet the standard requirements, and the value of X2/df is 1.22, which is lower than the standard value 3. The hypothesis test results of This study are shown in Figure 1.



This study uses the S-O-R classic model as the research paradigm. Through empirical analysis, the following conclusions are drawn: When consumers are shopping on social media short videos, the product information, social interactivity and video content of short video marketing are very important for consumption. Perceived use, perceived enjoyment, and perceived trust value have a significant positive impact. It is assumed that H1a, H1b, H1c, H3a, H3b, H3c, H4a, H4b, and H4c have been verified; at the same time, entertainment has a significant impact on perceived hedonic value Positive impact, assuming that H2b is verified, and that H2a and H2c have not been verified; in addition, perceived use value and perceived trust value have a significant positive impact on purchase intention. Hypothesis H5 and H7 have been verified, and Hypothesis H6 has not been verified. The final result also has some insignificant paths. Entertainment only affects the perceived hedonic value, while the perceived hedonic value does not have a significant impact on purchase intention. This shows that, when developing short video marketing, merchants should not only create novel and interesting content to attract users, but also pay attention to the display of product information; moreover, merchants should be good at optimizing video content, through rich content and close to life Touch to stimulate consumers' purchase intentions; in addition, merchants should pay attention to the building of their own brands, fully strengthen interaction with users, and promote transaction rates.

Recommendations

The article analyzes how to increase user purchase intentions of social media marketing through the study of perceived value. Based on the stimulus-organism-response (S-O-R) classic model is the research paradigm. Summarize, sort out, and analyze relevant literature to determine the research direction. By using SPSS26.0 to test the reliability and validity of the collected 354 valid data, AMOS 24.0 constructs a structural equation model to verify the model and hypothesis proposed in this article. The following are specific suggestions: Merchants should meet the needs of customers in all aspects of social media short video marketing, design video content that meets the personalities of different customers to trigger extensive interaction and participation of customers, and secondly, pay attention to customer emotional appeals and enhance entertainment , So as to increase customers' continuous attention to short videos; and promote customers to actively participate in interactions, and enhance customers' interactive experience and trust value perception.

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A New-style tea drinks Marketing Strategy Analysis Based on the Hey-Tea Case

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Abstract

In recent years, new-style tea drinks have become popular due to their healthy ingredient ， unforgettable taste. Hey-tea is undoubtedly the leader in the industry. By using the SWOT analysis method to examine the marketing status of Hey-Tea, the current study investigates the main consumer groups of new-style tea drinks. Also, the study uses Analytic Hierarchy Process (AHP) to rank factors that may contribute to Hey-Tea and other new-style tea drinks' marketing policy. Suggestions for optimization of marketing strategies have been provided.

Keywords： SWOT ， Marketing strategies ， New-style tea drinks ， AHP

Introduction

Research Background

Hey-Tea, originally known as the Royal Tea, was built in 2012 in a small alley by the river in Guangdong. It was later renamed as the Hey-Tea because the name Royal Tea could not be registered. Nie Yunchen, Hey-Tea's founder, was born in the 90s. After Hey-Tea became famous in Jiangmen, the product and the brand moved to other regions and achieved great success. Hey-Tea has 181 stores in China, with Beijing, Shanghai, Guangzhou and Shenzhen as the main distribution area, 2 in Hong Kong and 2 in Singapore, all of which are self-operated stores. Once upon a time, tea has always been marked as the "symbol" of middle-aged and elderly people. The image of tea-drinking is often associated to an old man holding a tea pot in one hand and a fan in the other. However, in 2017, Hey-Tea was on fire, and there was an endless stream of people queuing in offline stores. Some consumers even waited for 6 hours to take a shot. A cup of bubble tea with an original price of about RMB 20 was increased by 200% by the cattle, and the Hey-tea has become a phenomenon-level existence of the tea industry.

Research Problem

The "Digital Advancement"-2020 New Tea Drinks White Paper (hereinafter referred to as the "White Paper") released by CBN Business Data Center (hereinafter referred to as the "White Paper") shows that in 2020, the number of consumers of new tea drinks will exceed 340 million and this trend will continue. The scale of the new-style tea drink market will exceed to 110 billion yuan by 2021. At the same time, although the "popularity" of new-style tea has brought vitality to the tea industry, it is still in its growth stage. Accordingly, new business model for Hey-tea and other new-style tea is an interesting area to explore. The current study aims at seeking answers to two research questions:

1. What is the current marketing strategy of Hey Tea and what is the major customer features?
2. What are the factors that determine Hey Tea's well-being and what are their connections?

Objective of the research

By combining SWOT analysis and analytic hierarchy process and using Hey Tea as a typical case, the study aims at triangulating factors that have the greatest impact on Hey-tea's business canvas and propose corresponding countermeasures for future marketing strategies. The takeaways and reflections of this study will optimize directions for Hey-tea and new tea drinking industry and boost their further development.

Scope of the Study

Though few researchers (Liu, 2021; Lu, 2021; Xu, Tang, & Chen, 2021; Zhang, 2021) show interests in terms of investigate new-style tea drinks and related marketing strategies, the majority of which explore the content of the Hey-Tea shop (Li, Shang, & Ding, 2021) and its product (Luo, 2021) and the brand effect (Ju, 2020). This current study aims at examines marketing strategies of Hey-Tea and major factors involved in maker king strategies.

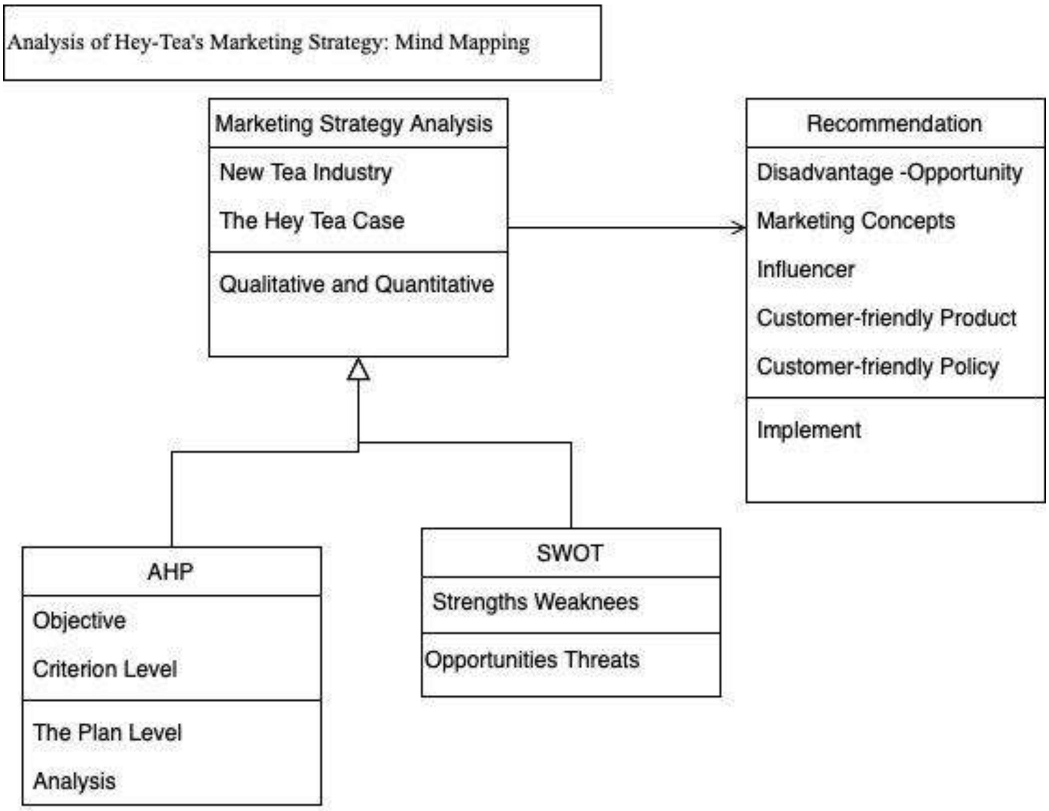
Research Significance

As Hey Tea is the leading brand and pioneer in the new-style tea drinking industry and has typical research significance, the current study comprises of both qualitative and quantitative perspectives.

Theoretical Framework

The current study has selected the SWOT analysis method to examine the marketing circumstance of

Hey-Tea, and Analytic Hierarchy Process (AHP) to rank factors that may contribute to Hey-Tea and other new-style tea drinks' marketing policy.



Hypotheses

Pricing, customer experience, online shopping and the quality of the product are the predominate factors that determines Hey-Tea and other bubble tea from the new tea industry.

Literatures Review

In recent years, many scholars have conducted studies related to new tea industry from different perspectives. For example, Wang et al. (2020) focused on the design of visual touch points for new tea and drink shops, proposed to increase customer stickiness through emotional experience, and believed that visual touch point design is a marketing strategy that uses emotional experience to bring economic benefits, and the relationship between customer consumption experience its consumption attitude, consumption decision, brand recognition. Similarly, based on the emotional analysis of consumer appraisal words, Shi (2020) conducts investigate consumer psychology and behaviors of new-style tea customers. The study shapes customer groups, and identifies their features.

Explorations of new tea industry and marketing strategy related to new tea industry comprises two major aspects: the influencer effect and the content deign. Studies investigating features of influencer shops examines how tailored marketing strategy grabs an increasingly growing of young costumers. For example, Ju (2020) suggests that brand promoted by internet celebrities are more likely to attract younger customers' attention. The compliment coming from influencers seems to be more convincing than commercial advertisement. Similarly, Zhang & Wei (2021) note that collaborations with brands of other industries contribute to Hey Teas' competitive capacity. Their investigation indicates that Hey-Tea's interaction with Contigo, a beverage container company, has attracted costumers to invest on accessories beyond the bubble tea industry. Zhang 's (2021) study examines many brands in the new tea industry and yield a counterproductive result. He points out that Hey Tea , as the promoter of new tea drinking, has been searching features to define the brand with a clear concept, which should not be involved with impacts from other brands.

Notwithstanding the research discussed brand promotion of the new tea industry. A large scholarship intend to explore the content design of Hey-Tea. This involves Li (2021) and her colleagues's research on the design of Hey-Tea's "daydream project shop" based on customers' emotional experience. As they suggested, in the traditional tea-drinking social space, the decentralized seats provide people with a private way of communication. However this alienates the interpersonal psychological distance in the public social space. As a store dedicated to spatial interactivity, the "Daydream Project shop" adopts a youthful design thinking method in order to satisfy the high-level consumption experience of contemporary consumers. The space design of "Daydream Project" is an interactive design based on Zen concepts. Here, even if you are alone, you are no longer a separate individual, and you can interact intimately with many interesting souls. Similar to the "Daydream project shop" Chen (2020) reports the case of Shenzhen Happy Coast Xicha LAB store. The facade of the building retains the original gray bricks, its metal bricks are interspersed in a gradual corner, and the use of light construction art, modern ink and digital technology and the virtual reality provide customers multimodal experience than simply the taste of a cup of bubble tea.

Other studies have put more efforts of analyzing the quality of the bubble tea and the Hey-Tea ingredients. In Lu and Wang's (2021) review of the success of Hey -Tea, they highlight that it is because of the good taste and quality of the products that Hey Tea makes consumers voluntarily spread its reputation. This makes Hey Tea's reputation far and wide and accumulate a potential consumer base for its subsequent expansion. Also, its high-quality products have improved conversion rate of loyal consumers. Luo (2021) concludes that building new concepts and pursuing new flavors of tea raw materials is the essential goal to achieve. He points out that the origin, type, grade and flavor of tea raw materials used in beverages have been constantly changing and replacing in the past 2 decades. The key for new tea industry to success is to cope with the demand of younger generation consumers who want to try new flavors and pursue exciting and adventurous new flavors.

Research Methodology

SWOT as a holistic framework

SWOT combines the internal analysis of the company (that is, the research orientation of the management authorities in the mid-1980s) and the external analysis of the competitive environment of the industry represented by the competence school (that is, the central theme of the earlier strategic research studies). Compared with other analysis methods, SWOT analysis has significant structural and systematic characteristics from the beginning. As far as structuring is concerned, structurally, the SWOT analysis method is expressed as constructing a SWOT structure matrix, and assigning different analysis meanings to different areas of the matrix. In terms of content, the main theoretical basis of SWOT analysis also emphasizes the analysis of the external environment and internal resources of the enterprise from the structural analysis. SWOT provides investigators a holistic framework to measure Hey-tea's circumstance.

AHP as a Fuzzy-set Qualitative Comparative Analysis

The analytic hierarchy process (AHP) refers to a complex multi-objective decision-making problem system. The target objective (Hey-Tea) is decomposed into multiple goals and criteria, and decomposed into multiple indicators (or criteria, constraints) several levels. Through the qualitative index fuzzy quantitative method to calculate the level Single ranking (weight) and total ranking are used as a systematic method for target (multi-index) and multi-scheme optimization decision-making.

The AHP is to decompose the decision-making problem into different hierarchical structures in the order of the general goal, the sub-goals of each level, the evaluation criteria and the specific investment plan. Then use the method of solving the eigenvector of the judgment matrix to obtain the priority of each element of each level to an element of the previous level. Finally, the weighted sum method recursively merges the final weight of each alternative to the overall goal. The one with the largest final weight is the optimal solution.

It takes the research object as a system and makes decisions according to the way of decomposition, comparison and judgment, and comprehensive thinking. It has become an important tool for system. The idea of the system is not to cut off the influence of each factor on the result, and the weight setting of each layer in the analytic hierarchy process will eventually directly or indirectly affect the result, and the degree of influence of each factor on the result at each level is clear and unambiguous. This method is especially useful for systematic evaluation of unstructured characteristics and multi-objective, multi-criteria, and multi-period systematic evaluation, such as the evaluation of Hey-tea's case.

Finding and Conclusion

The SWOT analysis of Hey-Tea: Hey-Tea's Strengths

The majority of the Hey-Tea products have good tastes and high-quality ingredients. Traditional milk tea drinks use cheap tea powder and milk powder as raw materials. Hey Tea discards these unhealthy raw materials and fresh raw leaf tea and fresh milk as the tea base of the product, and innovatively mixes with salty cheese to create a healthy cheese milk covered tea with "tea aroma as the main configuration". With its product innovation, healthy and high-quality raw materials and strong taste, Hey Tea quickly became popular, and it was deeply loved and sought after by young customers.

The stylish decorated stores provide customers with a new scene-based experience. Hey Tea caters to the current popular fashion minimalist style. The store design is based on its "cool, inspiration, Zen, and design" brand concept, and the store provides customers with comfortable settings. These stores create a landing spot for customer to entertain, build social networking, and even work, which allows customers carry out daily social interactions to the store. Hey-Tea empowers business with store space design and redefines the scene experience of the tea industry.

Also, Hey-Tea adores cross-border cooperation by launching joint products. Since its establishment in 2017, Hey Tea has co-branded more than 50 brands with a large span and a wide range, including cosmetics, cultural and creative, apparel, daily necessities, and the Internet. This not only caters to the novel characteristics of young customers' hobbies, but also leverages the brand influence of the co-branded brands to form a complementary consumer group between the two parties, and at the same time increase the degree of brand topic discussions.

Hey-Tea's Weaknesses

Compared with other tea brands, the product prices are higher. At present, most of the Hey tea products are priced between 21~33 yuan, even The pricing of Starbucks coffee is close to that of other tea brands in the industry. The prices of other tea brands in the industry are all set at RMB 12-20. This is much higher than the average price of the industry. Considering the cost-effectiveness, most customers are not willing to spend more than 10 CNY to buy a cup of bubble tea. This makes Hey-Tea at disadvantage in terms of market competition.

Meanwhile, the negative impression brought by early "hunger marketing" undermines the marketing. Even if customers walk into the Hey-Tea shop during non-peak hours of the working day, often customers have to wait more than an hour to buy a cup of bubble tea. Despite the "hunger marketing" initially brought a high degree of online discussion heat to Hey-Tea, it brings negative effects. For example, customers have been waiting for a long time for many times. The public begins to question Hey-Tea strategy of creating a false enthusiasm.

Moreover, physical Hey-Tea shops have higher operating costs. Hi-tea stores are mostly located in popular business circles in first-and second-tier cities. The leisure area set up in the store requires the store area to be larger and consequently demands more employees than other tea shops. High store rents, employee employment fees, and production and operation costs have caused the operating costs of Hey Tea to be excessive.

Hey-Tea's Opportunities

The current new-style tea industry is still in its growth stage. The "White Paper" predicts that the current market appears to be optimistic for new-style tea industry's further developing. It is predicted that the market size will continue to increase year by year. The market scale of the new-style tea industry released by the "Discovery Report"indicates that the market size of the new-style tea industry will increase in the next few years, with an annual growth rate of more than 20%.he development of digitization and intelligence brings new opportunities to Hi Tea

Besides, the "White Paper" statistics suggest that 54% of customers are online new-style tea drinks customers. Compared with the 2019 figure, the proportion of online orders has increased by nearly 20%. With the development of "Internet Plus", digital management, transformation is inevitable development, which guarantees new tea industry's future.

The young people's philosophy of having bubble tea and well-being has changed. They have changed the concepts of "bubble tea equals unhealthy and fat gain" and "sugar-free bubble tea means no soul". Therefore, producing truly healthy and delicious drinks is the direction of product innovation.

Hey-Tea's Threats

The tea industry has low entry barriers and fierce market competition. At present, there are brands such as Hey-Tea, Naixue's tea, and a little bit of tea that are fighting for customers. Also, many traditional companies and celebrities have seen business opportunities and have joined the battle for customers, such as Shanghai Guanshengyuan Company. Big White Rabbit Milk Tea was launched, Tong Ren Tang launched herbal teas, host Ma Dong launched the "Thank You Tea" drink brand. These tea brands draw on corporate reputation and celebrity The effect can quickly open the market and affect the competitive landscape.

Brand loyalty is another threat that Hey-Tea will have to face. The main consumer groups of new-style tea drinks are the "post-90s" and "post-00s". They pursue individuality and are willing to try new things. Because of the endless emergence of new tea brands and innovative products, it is difficult to cultivate customer stable brand loyalty.

Beside, tea-making ingredients are highly replicable. Once HiTea launches innovative products, it will inevitably cause other brands in the market to imitate. Therefore, for HiTea, launching innovative products can only increase the popularity in the short term. This makes stabilizing the leading position even harder, because it is difficult to win by simply relying on product differentiation. Similarly, Lu (2020) discusses the eligibility and affordability of applying customised advertising to potential customers.

The AHP analysis of Hey-Tea

Establish an evaluation index system and a hierarchical structure model

Table 1	Analysis of Hey-Tea's Marketing Strategy: Hierarchical Structure	
Objective	Criterion Level	The Plan Level
Hey-Tea's Marketing Strategy	Strengths (S)	S1 Taste and Ingredients
		S2 Experience
		S3 Brand
	Weakness (W)	W1 Price
		W2 Negative Image
		W3 Operation Cost
	Opportunities (O)	O1 Potential
		O2 Online Shopping
		O3 Younger Generation Shopping
	Threats (T)	T1 Multi Competitors
		T2 Customer Loyalty
		T3 Copy

Based on the results of the SWOT analysis of Hey Tea, an evaluation index system has been constructed to cope the AHP analysis. First, four factors that affect the marketing effect of Hey Tea, namely strengths (S), weaknesses (W), opportunities (O), and threats (T). They are determined as the first-level evaluation indicators. And, the 12 subdivision influencing factors under these 4 factors are classifies as secondary evaluation indicators.; Secondly, a hierarchical structure model is constructed, and the target level is defined as the marketing strategy of Hey-Tea, and the criterion level is defined as advantages (S), disadvantages

(W), opportunities (O), threats (T), the plan level is the 12 subdivision factors under the SWOT analysis. An analysis of the hierarchical structure of Hey-tea's marketing strategy is shown in Table 1:

Constructing the judgment matrix

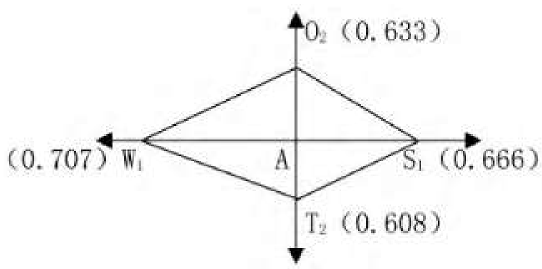
According to the "White Paper", 70% of new tea drink customers are "post-90s" and "post-00s". Student customer amount is prominent, and female customers occupy a major position in all customer age groups. According to the characteristics of the main customer groups shown in the "White Paper", this study selected freshman students who often purchase new-style teas as the survey subjects. The content of the questionnaire is anonymous and consists of two parts: the first part is the basic personal information of the survey respondents, including age, gender, frequency of purchasing new tea drinks each month, expenditure on purchasing new tea drinks, purchase channels, etc.; The second part is based on the analysis of the hierarchical structure of the marketing strategy of Hey Tea, the pairwise comparison judgment matrix method and the Satty1~9 scale method are used to compare the importance of the factors in the table to the upper-level criteria pairwise, and the importance degree is 1~9 are assigned (see Table 2), and the corresponding judgment matrix is obtained.

Table 2 Importance scale and Meaning

Importance Scale	Meaning
1	Indicates that two elements are of equal importance
3	Indicates that the former is slightly more important than the latter compared to the two elements
5	Indicates that compared with two elements, the former is obviously more important than the latter
7	Indicates that compared to two elements, the former is more important than the latter
9	Indicates that compared to two elements, the former is extremely important than the latter
2,4,6,8	Represents the intermediate value of the above judgment
Reciprocal	If the ratio of importance of element i to element j is aij, then the ratio of importance of element j to element i is aji=1/aij

SWOT quadrilateral and result analysis

Based on the analysis results of the influencing factors of Heytea marketing based on the analytic hierarchy process, ranking of the factors that influence the marketing of Hey-Tea is obtained. By drawing the SWOT quadrilateral graph, the ranking results of the influencing factors are more intuitive and clear. First, according to the weight analysis results, find out the factors that affect the weight the most in each group, which are S1 (0.666), W1 (0.707), O2 (0.633), T2 (0.608); secondly, draw a coordinate axis , The left and right ends of the horizontal axis are disadvantages (W) and advantages (S) respectively, and the upper and lower ends of the vertical axis are opportunities (O) and threats (T) respectively. Mark these 4 values on the coordinate axis and connect them in turn. 4 points to form a SWOT quadrilateral.



Based on the calculation results of the AHP-SWOT model, the conclusion can be drawn: Hey-tea should follow the order of WO (inferiority-opportunity) strategy, WT (inferiority-threat) strategy, SO (strength-opportunity) strategy, and ST (strength-threat) strategy; it must focus on W1 (Product pricing is too high), S1 (good product taste, high quality of raw materials), O2 (digital development), T2 (variable customer preferences, low brand loyalty) these four main influencing factors. That is, to maintain the existing inherent advantages, on the basis of ensuring product quality, reduce operating costs through digital and intelligent management, implement refined member operations, carry out promotions and preferential activities, and control product prices; Also, Hey-Tea should change the marketing direction and focus on marketing In terms of brand building, strengthen brand marketing, enhance brand equity and customer responsiveness and loyalty to the brand. Incidentally, Hey-tea needs new products, and focus on policy and customer-centric product and management innovation.

Recommendation

WO (Disadvantage-Opportunity) strategy is currently the initial marketing strategy Hey-Tea should implemente. The key to this strategy is to use external opportunities to improve its inherent disadvantages, thereby achieving the goal of turning disadvantages into advantages. At present, the biggest opportunity for the tea industry is the development of digitization and artificial intelligence. This will help Hey-Tea improves the level of digital management, including standardization of production, digitization of orders, and intelligent services. In particular, the production of products is standardized. The current bubble tea on the market are basically made manually. Although there are requirements for the production process and the amount of ingredients, there are no quantitative standards and supervision and control, such as the amount of sugar standard for less sugar, and the addition of a coconut Fruit weight standard, etc. With the development of digitization and intelligence, not only will the product production chain be more standardized, quality control more stable, and production speed faster, but more importantly, the stability of the entire industry chain. From the planting and picking of raw materials in the upstream supply chain, to the production and packaging of products in the midstream, to the distribution and marketing of downstream products, it will be a huge change.

Also, Hey-tea needs to change its marketing concepts and strengthen brand marketing. Early "hunger marketing" and a large number of adverts tagged HeyTea as an “influncer product”, which makes everyone ignore its product quality. Hey-Tea should change its marketing concepts and marketing focus. Hey-Tea can use its brand to express its unique product image and corporate image under the background that the differences of similar products become smaller, thereby strengthening communication with consumers.

Last, customer-friendly product and police is what Hey-tea needs. Products are the foundation of all marketing. The reason why Heytea can be sought after by customers and become the top brand in the industry relies on high-quality products. This is the biggest internal advantage of Hey-tea. Therefore, product innovation should be carried out on the basis of ensuring product quality. For example, due to the prevalence of plastic restriction orders and green production concepts in the country, various beverage brands have begun to use environmentally friendly straws. However, the paper straws turn soft after prolonged soaking, and the paper itself will also taste, which seriously affects the drink’s quality. Taste, which caused a lot of customer dissatisfaction. On the one hand, Hey Tea should cooperate with straw suppliers to innovate the materials of straws, while responding to national policies without reducing product quality and maintaining the taste experience of customers.

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Research on Development Level and Countermeasures of Cold Chain Logistics of Fresh Agricultural Products in Guangxi in China

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Abstract

Guangxi is rich in agricultural resources, mainly producing agricultural products such as southern subtropical fruits, vegetables, sugarcane, three yellow chickens, milk buffaloes, and aquatic products. With the continuous increase in the output, demand, and circulation of fresh agricultural products, a large number of fresh agricultural products are exported or imported to ASEAN, the region's cold chain logistics market show huge potential. It is necessary to research the cold chain logistics to find out the effect factor according to the data of related indicators, and to take different countermeasures to promote the development of cold chain logistics in Guangxi.

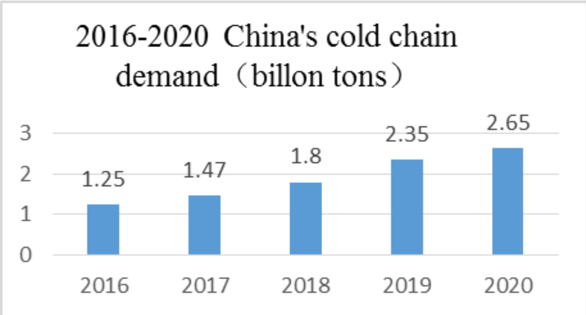
Keywords: cold Chain Logistics, fresh agricultural products, countermeasures.

Introduction

Research Background

With the rapid development of China’s economy, people’s living standard gradually increased attention to food freshness, fresh produce market. The rapid growth in demand has led to the rapid development of cold chain logistics. Cold chain logistics is a special form of logistics, also known as low temperature logistics. It taking perishable food as the main object, in order to keep food safety and quality intact, based on refrigeration technology, artificial refrigeration technology is used as a means, and production flow is used as cohesive system engineering. Frozen processing, frozen storage, refrigerated transportation, frozen sales. There are four main links of the cold chain logistics of agricultural products. The cold chain logistics of agricultural products referred to in this article refers to the purchase of fresh agricultural products from the place of production, all links from processing, storage, transportation, sales to consumption are in a low temperature environment in order to ensure quality, reduce consumption and prevent quality changes. Suitable for primary agricultural products, processed food, special products (medicine), etc. China Cold Chain Logistics Development Report (2021 Edition) data show that, the total cold chain logistics demand in China reached in

2020 is 265 million tons, an increase compared with 2019 is 12.77%, the demand for cold chain logistics is expected to remain fast growth in the next five years. With the continuous expansion of market demand in the cold chain logistics industry, the market scale of cold chain logistics industry in China is also showing a growth trend. The market size of my country's cold chain logistics reached 339.1 billion yuan in 2019 and 415 billion yuan in 2020, a year-on-year increase of 22.38%.



Data Source: China Statistical Yearbook

Figure 1 2016-2020 China's cold chain demand

Guangxi is rich in agricultural resources and is one of my country's important agricultural production bases. At the same time, Guangxi acts as the bridgehead that connects China and ASEAN countries' trade exchanges, undertakes a large number of domestic and ASEAN countries' import and export trade of agricultural products every year. In recent years, Guangxi has accelerated the construction of cross-regional agricultural product circulation infrastructure projects, vigorously promoted the development of the cold chain logistics industry, and continuously improved the development level of cold chain logistics. The gap between cold chain logistics in Guangxi and developed regions has further narrowed.

With the continuous development of the cold chain logistics industry, the proportion of cold chain logistics in the whole district has continued to increase. At present, the cold chain circulation rates of Guangxi's fruits, vegetables, meat, and aquatic products have reached 22%, 14%, and 9% respectively, and the refrigerated transportation rates have reached 10%, 8%, and 7% respectively. In terms of cold-chain logistics transportation, road cold-chain logistics are currently the mainstay, and railway cold-chain logistics and aviation cold-chain logistics are supplemented.

At present, Guangxi has initially formed a special line from Xianggui Railway, Guihai Expressway, "Southern Vegetables to North Transport", Cold chain logistics routes composed of coastal shipping routes and air transport routes and relatively sound cold chain logistics nodes. Relying on the opportunity of "transporting vegetables from the south to the north" and cross-regional agricultural product circulation infrastructure projects, Guangxi has vigorously promoted railway refrigerated container transportation in recent years.

Objective of the study

With the rapid development of China's economic strength, the continuous improvement of people's living standards and quality, and the tremendous changes in consumption concepts, residents' demand for fresh agricultural products is increasing, and there is a trend of increasing year by year. For meat, poultry, fruits, and vegetables Fresh agricultural products such as, aquatic products are not only expanding in demand, but also the safety and quality requirements of the above-mentioned fresh agricultural products are also getting higher and higher. This makes the logistics of agricultural products in the cold chain logistics industry gradually become people's attention. In addition, according to the information released by the China Food Industry Association, with the imperfections of my country's cold chain logistics, a large amount of waste with a total value of about 10 billion yuan is generated every year in my country. Specifically, there are about 11.3 billion tons of food and the total value of the waste of 12 million tons of fruit is about 10 billion U.S. dollars. At the same time, the loss rate of various agricultural products such as fruits and vegetables in my country in various logistics links such as picking, transportation, and storage is about 25%-30%. Compared with the loss rate of fruits and vegetables in developed countries, the loss rate is controlled below 5%.

The development level of cold chain logistics is affected by many factors, such as GDP, investment in fixed assets and the number of employees. To find out the law of the cold chain development in Guangxi in recent years, it is necessary to use quantitative analysis methods to evaluate its development level after establishing an index system, find out the problems in it and put forward corresponding countermeasures.

Scope of the study

Take Guangxi Province as an example to study the influencing factors of China's cold chain logistics development. Guangxi is in southern China, with a suitable climate and rich varieties of fruits. It produces a large number of agricultural products and fresh agricultural products each year and sells them to all parts of the country and Southeast Asian countries. Studying the level of cold chain in Guangxi Province has certain representative significance. It is possible to find out the influencing factors in the development of cold chain. According to the magnitude of the influence, various indicators can be improved in a targeted manner. This paper establishes a three-level indicator system based on literature data, including: economic development indicators, transportation elements, agricultural product output, employees, and cold chain infrastructure. The data comes from Guangxi Statistical Yearbook (2011-2020).

Research Significance

Since 2015, Chinese begin to cultivate a large number of international cold chain logistics enterprises with strong resource integration capabilities and core competitiveness. At the same time, it builds a large number of large-scale modernized and efficient cross-regional cold chain logistics distribution centers.

The world's leading advanced technology of cold chain logistics will be widely promoted and applied, so as to rely on the above advantages to build a reasonable layout, advanced cold chain logistics facilities and equipment, and a sound system of upstream and downstream industrial technology standards for cold chain logistics, increasingly complete functions, and operation A modern agricultural product cold chain logistics service system with standardized management and reasonable connection. It can be seen that the Chinese government has put the construction of agricultural cold chain logistics in a very important position. The "Farm Product Cold Chain Logistics Development Plan" provides strong support to promote the rapid and healthy development of my country's farm product cold chain logistics and has important guiding significance for my country's agricultural product trade to prosper. Looking at the characteristics of my country's agricultural product circulation, it can be summarized as follows: large scale, long distance, off-season sales, etc. Therefore, it is imperative to vigorously develop the cold chain logistics of agricultural products in my country, and we must protect the quality of agricultural products. At the same time of safety, efforts must be made to reduce the loss of agricultural products after picking. Because the prices of agricultural products have obvious seasonal fluctuations, cold storage and cold transportation can effectively solve the imbalance of local production and sales of agricultural products. Break seasonal fluctuations and impact on product prices, to ensure that farmers' income is optimal.

Theoretical framework

Fuzzy matter-element model

Fuzzy matter-element analysis is the organic combination of fuzzy mathematics and matter-element analysis, and analyzes and synthesizes the ambiguity of the corresponding value of the feature of the thing and the incompatibility among the many factors that affect the thing, and then solves this problem. A kind of fuzzy incompatibility problem. It formalizes the process of resolving contradictions and problems, describes things with the three elements of things, characteristics, and values, and establishes a corresponding matter-element model to realize the transformation of things from qualitative to quantitative. It is suitable for many and many indicators. Incompatible situations. In actual operation, first determine the fuzzy matter element and the composite fuzzy matter element, then calculate the comprehensive weights in turn, determine the preferred membership degree, the optimal fuzzy matter element and the difference square composite fuzzy matter element, and finally calculate the European closeness composite fuzzy matter element Matter element, that is, the value of logistics capacity, and make an evaluation.

Fuzzy matter-element and compound fuzzy matter-element

In the matter-element analysis theory, the matter-element R is composed of the described thing N, its characteristic C and the quantity x, and the name, characteristic and quantity of the thing become the three elements of the matter-element. If a thing N has n features C1, C2...Cn and the corresponding values X1, X2...Xn, then R is called an n-dimensional composite matter element, and if the value is fuzzy, it is called a fuzzy matter element, denoted as the n-dimensional compound fuzzy matter-element R_{mn} of m things.

$$R_{mn} = \begin{bmatrix} & M_1 & M_2 & \cdots & M_m \\ C_1 & x_{11} & x_{12} & \cdots & x_{m1} \\ C_2 & x_{12} & x_{22} & \cdots & x_{m2} \\ \vdots & \vdots & \vdots & \cdots & \vdots \\ C_n & x_{1n} & x_{2n} & \cdots & x_{mn} \end{bmatrix} \quad (1)$$

R_{mn} is N-dimensional compound fuzzy matter element of m things,

M_i is the i-th thing (i=1, 2, …, m),

C_j is the j-th feature (j=1, 2……n),

x_{ij} is the fuzzy value corresponding to the j-th feature of the i-th thing.

Calculate preferential membership

The indicators in the composite matter element are divided into positive indicators and negative indicators. The maximum value of the positive indicator is the best, and the minimum value of the negative indicator is the best. The best of the various indicators constitutes the optimal plan of the entire system. The preferred degree of membership refers to the degree of membership of the fuzzy value of each individual index relative to the fuzzy value of the corresponding index in the optimal scheme. The principle established from this is called the principle of preferential membership. The formula for calculating favorably membership degree is as follows:

Positive index: $$\mu_{ij} = \frac{x_{ij} - minx_{ij}}{maxx_{ij} - minx_{ij}} \quad (2)$$

Negative index: $$\mu_{ij} = \frac{maxx_{ij} - x_{ij}}{maxx_{ij} - minx_{ij}} \quad (3)$$

Among them, μ_ij is the preferred degree of membership of the j-th evaluation index in the i-th year, and minx_ij and maxx_ij are the maximum and minimum values of each index in all years. The preferred degree of membership matrix is as follows:

$$\tilde{R}_{mn} = \begin{bmatrix} \square & M_1 & M_2 & \cdots & M_m \\ C_1 & \mu_{11} & \mu_{12} & \cdots & \mu_{m1} \\ C_2 & \mu_{12} & \mu_{22} & \cdots & \mu_{m2} \\ \vdots & \vdots & \vdots & \cdots & \vdots \\ C_n & \mu_{1n} & \mu_{2n} & \cdots & \mu_{mn} \end{bmatrix} \qquad (4)$$

Establish the optimal fuzzy matter-element and difference square compound fuzzy matter-element

The optimal fuzzy matter element is composed of the maximum or minimum value of the preferred membership degree of each evaluation index in the preferred membership degree fuzzy matter element. If $maxx_{ij}$ is the optimal, then the optimal fuzzy matter element R_{mn} the preferential membership degree of each index is 1. After subtracting 1 from the other values, take the square to get Δ_{ij}, which forms the following difference squared composite fuzzy matter element:

$$R_{\Delta} = \begin{bmatrix} \square & M_1 & M_2 & \cdots & M_m \\ C_1 & \Delta_{11} & \Delta_{12} & \cdots & \Delta_{m1} \\ C_2 & \Delta_{12} & \Delta_{22} & \cdots & \Delta_{m2} \\ \vdots & \vdots & \vdots & \cdots & \vdots \\ C_n & \Delta_{1n} & \Delta_{2n} & \cdots & \Delta_{mn} \end{bmatrix} \qquad (5)$$

Calculate European closeness

European closeness indicates the degree of closeness between the evaluated object and the standard object. The larger the value, the closer, the smaller the distance between the two. The closeness can be used to indicate the gap between each plan and the optimal plan. , So as to get the relative order of superiority and inferiority between the various programs. Since the evaluation process here is to calculate a comprehensive score for all the characteristics of the same thing, it has the meaning of comprehensive evaluation, so this article uses the first multiplication and then addition operation to calculate the European closeness, the calculation formula is:

$$\rho H_i = 1 - \sqrt{\sum_{j=1}^{n} \omega j \Delta_{ij}} \qquad (6)$$

Among them, i=1,2,...,n, ω_j is the comprehensive weight of the evaluation index, commonly used methods for calculating the index weight include the coefficient of variation method, the analytic hierarchy process, the expert scoring method and the entropy method. Among of them, the entropy weight method is the most objective and scientific. The entropy weight method is choosed to determine the weight of each index in this paper, so as to avoid the influence of subjective factors and reduce the accuracy of the data. 〖ρH〗_i can construct the European closeness compound fuzzy Matter element R_ρH.

$$R_{\rho H}=\begin{bmatrix} & M_1 & M_2 & \cdots & M_m \\ \rho H_i & \rho H_1 & \rho H_2 & \cdots & \rho H_m \end{bmatrix} \quad (7)$$

Literatures Review

Logistics performance

Longitudinal empirical studies from a review of more than 100 world's top logistics companies shows that, for a single enterprise or a cross-border enterprise organization to achieve excellent performance, an excellent performance evaluation system is essential. Because a performance evaluation system can create excellence, shape behavior patterns, and lead to competitive produces (Fawcett, & Cooper, 1998). In terms of logistics performance evaluation methods and evaluation indicators, benchmarking is an important aspect of logistics performance evaluation, that is, taking competitors or the performance standards of outstanding enterprises in the industry as a reference and comparing themselves Continuous evaluation of products and services (Foster, 1992). It is believed that energy consumption has played a strategic role in the food supply chain and has become the basis for ensuring quality and determining economic value. The food supply chain requires a low temperature environment from the manufacturer to the consumer, but lower temperature represents higher energy consumption and longer product life. In order to study the relationship between temperature setting, temperature's influence on product quality, energy consumption and its corresponding cost, a model established to optimize the temperature of the food supply chain (Zanoni, & Zavanella, 2012).

Cold chain logistics and performance

A quantitative analysis of the company's logistics capabilities have been carried out based on supply chain performance ,the relationship is studied between logistics capabilities and supply chain performance and conducted empirical research, and established the relationship model between supply logistics collaboration, supply chain agility, and supply chain enterprise performance is developed (Ma, Liu, & Zhao, 2012), Early literature studies rarely involve the relatively independent management objectives of the supply chain stakeholders, and it is easy to cause conflicts between objectives in practice and reduce the overall efficiency of the supply chain. Therefore, from the supply chain from the perspective of the game, it emphasizes the management of various business links inside and outside the enterprise, and establishes the evaluation system of retail enterprise logistics performance under the supply chain game (Huang & Man, 2006). The influence mechanism is analyzed of different logistics models on the logistics performance evaluation system of retail enterprises, and believed that the first factor to be considered in constructing the logistics performance evaluation system of retail enterprises is the logistics model chosen by the enterprise (Li, 2008). Established an evaluation system and decision-making model for the selection of 4PL (fourth party logistics) service providers based on supply chain performance (He &Wang, 2009). Use the principles of value engineering to analyze the value of logistics function elements, and then the performance of the functional elements of enterprise logistics was evaluated (Guan & Zhang, 2009).

Cold chain information construction

Most Chinese researchers on cold chain logistics focus on the development status, existing problems, development trends and development countermeasures of cold chain logistics in the country or province. More in-depth research texts on cold chain logistics are divided into the following aspects to elaborate. RFID technology has both identification and temperature recording functions, so its important role is the integration of logistics information, which can strengthen the connection of various links in logistics activities and reduce manual logistics activities (Hao, 2014). A monitoring and management plan proposed for agricultural products during refrigerated transportation and in cold storage and designed a cold chain logistics monitoring and tracking system for agricultural products based on WSN and RFID technology (Guomei, & Xinde, 2011).

Research Methodology

According to the establishment of the above fuzzy model, Guangxi's cold chain logistics capacity in 2010-2019 is getting stronger and stronger

Table 1 The statistics data during 2010-2019 in Guangxi

First level indicator	Secondary indicators	Three-level indicators	Variable	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
economy benefit	gross product	GDP of the primary industry (100 million yuan)	X1	1639	2006	2126	2290	2413	2565	2800	2878	3021	3388
		GDP of the secondary industry (100 million yuan)	X2	3465	4241	4503	4709	5145	5391	5621	6138	6693	7077
		GDP of the tertiary industry (100 million yuan)	X3	3448	4052	4674	5448	6029	6841	7695	8774	9914	10772
	Revenue	Guangxi fiscal revenue (100 million yuan)	X4	772	948	1166	1318	1422	1515	1556	1645	1681	1812
	Per capita income	Per capita disposable income of urban residents (yuan)	X5	17064	18854	21243	23305	24669	26416	28324	30502	32436	34745
	Consumption level	Total retail sales of consumer goods (100 million yuan)	X6	3083	3618	4162	4078	5269	5771	6350	7038	7663	8200

		Total import and export (100 million yuan)	X7	1181	1482	1853	2002	2491	3190	3170	3866	4104	4694
	Economic development speed	Urbanization rate (%)	X8	34	41	44	45	46	47	48	49	49	50
	Economic growth rate	Guangxi's total output value growth rate (%)	X9	11.7	11.5	10	8.3	7.9	7.0	7.1	6.8	6	3.7
Industry benefit	Human Resources	Number of employees in transportation, storage and postal industry (persons)	X10	34907	48769	184799	212419	209094	200340	194274	190175	188005	190555
	traffic condition	Highway operating mileage (km)	X11	101782	104889	107906	111384	114900	117993	120547	123259	125449	127819
	Loading conditions	Freight volume (100 million tons)	X12	11	14	16	15	14	15	16	17	19	18
		Port cargo throughput (10,000 tons)	X13	18575	23335	26873	29276	31025	31421	32041	34449	37866	37916
	Information condition	Number of fixed telephone users (ten thousand)	X14	709	651	599	546	500	440	349	307	261	331
		Number of mobile phone users (ten thousand)	X15	2215	2533	2884	3286	3554	3595	3774	4385	5045	5128
		Number of Internet users (ten thousand)	X16	1580	2072	2722	2762	3187	3522	3961	4772	5466	6135
	Agricultural conditions	Output of fresh agricultural products (100 million kilograms)	X17	324	330	370	389	419	454	484	518	555	611

Finding and Conclusion

Table 2 The weight value of the indicator

indicator	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17
Weight value	0.03	0.03	0.10	0.04	0.04	0.07	0.13	0.01	0.07	0.15	0.004	0.02	0.03	0.08	0.05	0.12	0.03

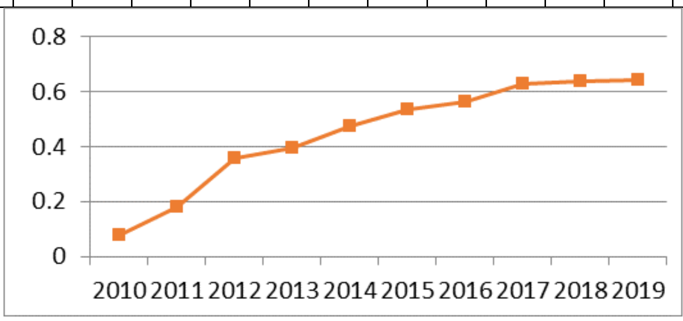


Figure 2 2010-2019 Guangxi cold chain capacity evaluation value

The calculation result shows that:

The number of employees in transportation, storage and postal industry has the largest weight, and the number of internet users and GDP of the secondary industry are other most important factors. This shows that these three indicators are the most important for the development level of cold chain logistics in Guangxi. The government or enterprises should focus on the number of employees and the number of Internet users to promote the development of the market. The development of the tertiary industry has a greater impact on the cold chain, and attention should be paid to the relationship between them. GDP of the primary industry, GDP of the secondary industry and Urbanization rate have the unimportant influence on cold chain logistics in Guangxi. Other factors have a certain degree of influence on cold chain logistics in Guangxi.

The development of the cold chain in Guangxi can be divided into three stages, respectively are 2010-2012,2013-2016 and 2017-2019, the growth rate of the level of development shows a gradual decline.

Recommendation

Ensuring quality and safety is the primary goal of the development of cold chain logistics for fresh agricultural products. In terms of the basic functions of logistics, if the quality and safety of fresh agricultural products cannot be guaranteed, then the cold chain logistics of fresh agricultural products will lose its significance; ensuring quality and safety is the only way for the long-term development of cold chain logistics of fresh agricultural products.

The performance evaluation of cold chain logistics of fresh agricultural products must take into account the balance of economic and social benefits. It is only natural for enterprises to pursue profit maximization, but they cannot exist without social resources. Without the support of social resources and the general environment, it is difficult for enterprises to achieve high profitability. In fact, the economic and social benefits of an enterprise are unified. The company maintains a low-temperature environment in the entire cold chain, speeds up logistics time, and guarantees product quality not only to enhance its own competitiveness and increase profitability, but also to reduce social wealth loss, protecting people's livelihood has a positive effect. Therefore, economic, and social benefits should be considered in the design of evaluation indicators.

The cold chain logistics performance evaluation of fresh agricultural products must have a complete evaluation system. First of all, performance evaluation must clearly convey the development goals of cold chain logistics of fresh agricultural products. Secondly, the performance evaluation of the cold chain logistics of fresh agricultural products is different from the performance evaluation of a single enterprise. Therefore, the performance evaluation must break through the enterprise boundary, the process boundary, and the functional boundary, emphasizing the coordination of the supply chain, and taking into account the interests of all participating entities. Third, the design of evaluation indicators must be clearly oriented, and the weights of key indicators must be set with a certain emphasis. Finally, the purpose of performance evaluation is performance improvement. The end of performance evaluation is not the end, but the beginning of performance improvement.

The determination of the weights of performance evaluation indicators is the key and difficult point in performance evaluation. If the weights are unreasonably determined, the evaluation results will be very different. There are purely qualitative methods, purely quantitative methods and a combination of qualitative and quantitative methods for determining weights. This article believes that the fuzzy matter-element method can better evaluate the cold chain logistics index system.

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Research on the Cultivation of Higher Vocational College Students' sports core Literacy under the Background of "Double Universities"

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Abstract

In 2014, China's education department issued the Opinions on Comprehensively Deepening the Reform of Education Curriculum and Implementing the Fundamental Task of Cultivating Talents through Virtue. The document clearly pointed out that core literacy is the basis of implementing the educational goal of cultivating Talents through Virtue and proposed the system, standards, teaching materials and measures for developing and developing students' core literacy. Under the background of "double universities", as the concept of cultivating students' core literacy is put forward, physical education should also give play to its own advantages and develop students' core literacy with "core literacy" as the goal.

This paper takes the cultivation strategy of sports core literacy of higher vocational students as the research object. Firstly, the constitutive elements of college sports core literacy are constructed theoretically. Secondly, the constitutive elements are defined by Delphi method. Finally, it is determined that the college students' sports core literacy is composed of 6 first-level elements and 23 second-level elements. The primary factors include sports ability, sports knowledge, healthy behavior, sports moral character, sports values and sports information literacy. Then the questionnaire is designed according to the constituent elements of the students' sports core accomplishment. The investigation object of this study is 70 PE teachers and 82 students from 8 higher vocational colleges in Quanzhou city. The investigation content is the cultivation strategy of higher vocational students' PE core literacy, which mainly includes implementation approach, cultivation content, cultivation method, evaluation method and so on. By integrating the training strategies adopted by schools and teachers with mathematical statistics, this paper analyzes the factors affecting the development of students' core physical literacy in higher vocational colleges, including school system and policy, physical education environment, teachers' professional quality, the implementation of physical education curriculum and after-school sports activities. According to the influencing factors and training status quo, it optimize the training strategy of higher vocational college students' sports core literacy. First, strengthen the importance of schools. Second, create a good sports environment. Third, strengthen the professional quality of teachers. Fourthly, optimize PE curriculum design. Fifth, enrich extracurricular sports activities.

Key words: Higher vocational students, Sports core accomplishment, Training strategy.

Introduction

Research Background

In the Action Plan for Improving the Quality and Quality of Vocational Education (2020-2023), "Selecting about 300 provincial high-level vocational schools and about 600 high-level professional groups" is deployed. With the vision of 2035 strategic development, the construction content system is set up with professional group building, teaching staff, international exchanges, internal governance, quality brand, etc. A five-year round plan aimed at cultivating high-tech talents. This is the "baton" and "anchor" for the high quality development of higher vocational education in China in a long period of time. "Double universities " construction for mass assigned to the development of vocational education in the future, and can enhance teachers' knowledge, skills, and the thickness of the feelings, and to expand the depth of the teaching and practice of education, and to explore the inquiry and experience type, and heuristic the depth of the new class, and the education of information technology in education management system reform depth fusion, and supported by informatization hybrid teaching, further promote the integration of industry, education and science, and coordinate and cooperate with schools, enterprises and families; With the multi-subject school-running mode as the starting point, the collaborative development of professional groups is realized in accordance with the new technology of modern industry, and the focus is really on the construction of "double-qualified" team. Finally, the reform and development of vocational education will be promoted to achieve a new leap by realizing an intelligent, online and offline, multi-party hybrid teaching system with moral education as the basis, students as the main body, multi-dimensional development as the goal, governance capacity and system as the guarantee, benign interaction between teachers and students, and deep participation of the industry.

In 2014 issued by the department of education in our country on the comprehensively deepen education curriculum reform's opinions on implementing khalid ents basic task file points out that the core accomplishment is the foundation of khalid treant education goals, and put forward to develop students' literacy as the goal, the core system in the development of the core content of literacy, curriculum standards, relevant content and implementation measures. With the development of the concept of developing students' core literacy, the in-depth development of curriculum and teaching reform, physical education as the most important part of school education, the basic advantages of national sports, UNESCO, the European Union, the United States and so on have determined the important position and role of physical education in cultivating students' core literacy. Therefore, physical education should give play to its own advantages and train students' core physical literacy with the goal of "core literacy". Found in physical health survey results of adolescents in China, from the view of higher vocational students' vital capacity is a downward trend in recent years, the students also appears in the poor vision, neurasthenia and cardiovascular disease, etc., and some problems have the serious influence to the physical and mental health, and compared with the developed countries in the world of higher vocational students, vocational students' physique and health level remains to be improved.

Research Problems

The questions of this study are as follows:

1.Under the background of dual universities, what are the elements of core sports literacy in higher vocational colleges? How to determine the constitution system of sports core accomplishment?

2.What is the current situation of Quanzhou Vocational college students' sports core literacy training? What are the characteristics?

3.What factors affect the cultivation of higher vocational college students' sports core literacy?

4. Which strategies can be adopted by higher vocational colleges to optimize the cultivation of students' sports core literacy?

Objectives of the study

The main content of this study is the core literacy of PE discipline of students in higher vocational colleges. On the premise of explaining the current research background and significance of core literacy, relevant materials and policies at home and abroad are collected and systematically sorted out and summarized. On this basis, through the statistical results of questionnaire and classroom observation analysis, we understand the present higher vocational college students' ability in sports, sports knowledge, health behavior, and moral character, sports values and the specific situation of information literacy. We summarize the achievements and experience, find the deficiencies and problems, and analyzes its reason. Corresponding training strategies are put forward to provide guidance for the cultivation of students' core literacy in higher vocational colleges under the background of dual universities. The research objectives of this paper are as follows:

1. Constituent elements and corresponding indexes of higher vocational college students' sports core literacy;

2. The present situation of the cultivation of sports core literacy of students in higher vocational colleges, and the analysis of its cultivation policies, approaches and methods;

3. Understand the relevant factors that affect the cultivation strategy of sports core literacy in higher vocational colleges and analyze it from multiple perspectives;

4. Put forward the optimization strategy of sports core accomplishment in higher vocational colleges.

Scope of the study

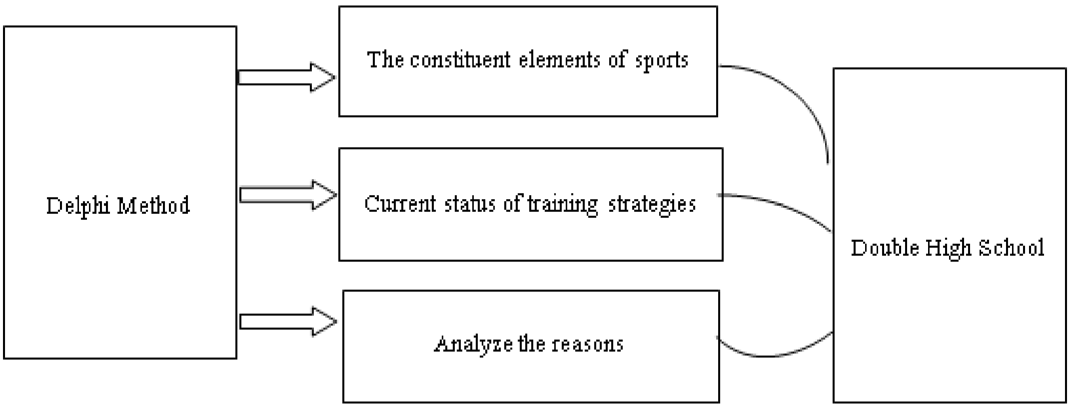
Higher vocational education is unique in China and belongs to vocational orientation in the field of higher education. In China, higher vocational education is divided into academic education and non-academic education. This study only discusses the higher vocational education which belongs to academic education. China's higher vocational education is aimed at students who have the academic level of senior high school, and aims at acquiring certain vocational skills. Higher education is awarded with junior college or bachelor's degree. Among them, the major of physical education is one of the most basic courses offered by higher vocational colleges. It mainly cultivates students' clear sports ability, helps them form a good habit of physical exercise, enhances their physique and builds up their body. The research scope of this paper is based on the background of the development of "dual colleges and universities", and discusses the research on the cultivation of higher vocational students' sports core literacy under the background of "dual colleges and universities". The specific research takes the status quo of the cultivation of sports core literacy in 8 higher vocational colleges in Quanzhou city as the research object.

Research Significance

Theoretical significance: This study constructs the constituent elements of higher vocational college students' sports core literacy through theory, and defines the constituent elements by using Delphi method, which not only enrichis the content of sports core literacy, but also provides empirical reference for improving and formulating the system and framework of sports core literacy.

Practical significance: By investigating the ways, policies and methods adopted by higher vocational colleges to cultivate the core physical literacy of higher vocational students, this study optimizes the cultivation strategies of the core physical literacy of higher vocational students, enriches the cultivation system and improves the core physical literacy of higher vocational students. Higher vocational college students sports literacy cultivation way and the way of research to fully explore the educational function of sports activities, enhance the vocational students' physical quality, accord with the characteristics of higher vocational colleges to build its own the basic requirement of the school sports work system, help to improve the campus sports culture in higher vocational colleges, and provide the reference for higher vocational colleges to cultivate.

Theoretical framework



Under the background of the "Double High School", this article takes the Delphi method as a guide, analyzes the core literacy components of sports in higher vocational colleges, and studies the strategies for optimizing the core literacy of sports in higher vocational colleges.

Literature Review

Firstly, research on domestic core literacy. Zhong (2015) believe that the core literacy is students' problem-solving literacy and ability., and it is formed slowly and gradually in school education. Xin , Jiang , Lin , Shi and Liu (2016) believe that core literacy refers to the key ability and essential character that students form in the process of receiving education to meet the needs of social development and individual lifelong development. Shang and Cheng (2017) stated that "Core literacy is a comprehensive ability form, which refers to the comprehensive ability form integrating emotion, skills, knowledge and attitude formed by students or individuals in the process of receiving various kinds of education. Scholars have also discussed the connotation and essence of core literacy in depth, and summarized the significance and function of core literacy. For example, Li and Zhong (2015) clarified core literacy from the essence of basic education and constructed the connotation of core literacy from the three levels of "basic knowledge and basic skills" as the core, problem solving layer and subject thinking layer. It refers to the gradual formation of stable values and thinking methods of discovering, thinking and solving problems through the process of cognition, experience and internalization in systematic learning of various disciplines.

Secondly, research on domestic discipline core literacy. Scholars define disciplinary core literacy from different perspectives. Zhang (2019) believes that discipline core literacy is the human ability and advanced discipline ability to solve problems through discipline practice and application of discipline core concepts. Wilson, Flannery, Kapinus and Calfee (2014) and Yu (2018) believes that the formation mechanism of disciplinary core literacy includes disciplinary knowledge and disciplinary activities, which refers to the necessary character, key ability and value concept that students form through the study of a certain discipline. Li (2018) in the study showed that the mechanism of core literacy, perfect the mechanism and formation mechanism of experience - to reflect, interaction - integration and extension - allosteric, of discipline to study the cultivation of core path, respectively is to solve the integration of teaching, teaching, construction of thinking teaching and creation practice teaching four paths. Sheng and He (2016) believe that disciplinary core literacy should be built on the basis of social development needs and disciplinary theories to construct a structural system of disciplinary core literacy. Jia (2018) investigated the current situation of chemistry experiment teaching in senior high schools and proposed experimental teaching strategies based on the cultivation of chemistry core literacy: fully understand the importance of chemistry core literacy, accurately grasp the quality standards of chemistry, and understand the essence of the five aspects of chemistry core literacy. Huang (2016) showed in the survey that the development of the core literacy of the four major English subjects in senior high school was not balanced, which was mainly reflected in the aspects of teaching materials, curriculum setting, teaching evaluation and philosophy, and proposed: The material in the high school English teaching materials should have stronger practicability and close to the students' practical life, English curriculum should according to different students' learning ability and the level of flexible arrangement, implement "shifts" to learn English, English teachers should define the target orientation of English course, taught in English as far as possible, expand the students' English thinking and so on. Dong (2017) analyzed the college entrance examination syllabus and curriculum standards of high school ideological and political discipline, and constructed the content of the core literacy of high school ideological and political discipline, which is mainly composed of four qualities: rational spirit, political identity, public participation, and awareness of the rule of law. According to the four qualities, he proposed: Pay attention to question inquiry, pay attention to situational experience, construct activities, use typical case strategies.

Thirdly, domestic research on the core literacy of physical education. Yu (2017) showed in the article that the core literacy of physical education is the healthy knowledge and behavior, sports emotion and character, sports ability and habit necessary for students to form all-round development and lifelong sports in physical education. Chinese scholars Zhao and Cheng (2018) pointed out that the core literacy of physical education is the embodiment and result of the reform of physical education curriculum, and is the key athletic ability and quality and necessary moral quality that students form in the learning of physical education through the whole learning period and continue to affect students' body and mind. Shang and Cheng (2018), starting from the goal of school physical education and based on the framework of Chinese Students' Development of Core Literacy, combined with the uniqueness of physical education and based on physical literacy, proposed: The primary index of core accomplishment of physical education discipline is sports skill and habit, health knowledge and behavior, sports morality and emotion, and the secondary index is sports habit, sports skill, health behavior, health knowledge, sports emotion, sports morality. Yuan (2019) believes that to implement the core literacy of physical education, problems in the understanding of physical education curriculum, problems in the setting of physical education curriculum and "faults" in the implementation of physical education curriculum must be solved. It is suggested that a complete supervision mechanism and top-level design should be established in the PE curriculum to cultivate the core literacy of PE subject, and the overall practice and school-based expression of the core literacy of PE subject should be comprehensively promoted, so as to strengthen the relevant research on the core literacy of PE subject and stimulate the spiritual realm of teachers. Jiang , Ma and Zhao (2019) believe that to effectively promote the formation of students' physical education core literacy, teachers should create a teaching situation of body generation, create the teaching process of their own cognitive thinking, and establish the teaching concept of students' body as the main body.

Fourthly, Delphi Method is applied in the evaluation index system. On the basis of literature, Chen (2020) firstly sorted out relevant materials at home and abroad, she used Delphi Method and qualitative research to construct the evaluation index system of world famous body cities, reflecting the "quality" in the evaluation work. Then, the weighted average method is used to establish the evaluation weight standard with the goal of improving the construction process of the world famous sports cities, and on this basis, the world famous sports cities that are difficult to measure are "quantified" through quantitative analysis. Liu (2021) uses Delphi Method and qualitative research to build an evaluation index system of high school physical education classroom teaching with discipline core literacy as the core, and evaluates high school physical education classroom teaching from the perspectives of sports ability, sports skills, healthy behavior and sports morality, and has achieved good empirical results.

Fifthly, research on cultivation strategy of sports core literacy of higher vocational students. Xue and Li (2020) put forward the cultivation strategies of PE discipline core literacy of students in five-year higher vocational colleges, including changing educational concepts, innovating learning methods and returning the classroom to students; Multi-dimensional expansion of physical education teachers continuing education activities; Using information teaching means, building learning class. Peng and Li (2021) studied the main role of core sports literacy in talent cultivation of students in Guiyang higher vocational colleges, and proposed corresponding solutions for talent cultivation of students in Guiyang higher vocational colleges from the perspective of core sports literacy, such as physical education teaching, after-school physical exercise and competitive sports.

Research methodology

1.Literature method

Literature is the most intuitive and quickest way to obtain information. This study first searches for key words such as "core literacy" and "sports core literacy". By October 2021, there are 148,366 literatures on "core literacy" and 3,429 literatures on "sports core literacy". Current research materials are collected, analyzed and sorted out to provide a basis for this study. Secondly, through reading the collected relevant literature and materials, according to the different characteristics, authority and reference value of the materials, sort out the catalogue of references. Finally, the paper makes a detailed reading, analysis and arrangement of the literature to understand the current development of core literacy, the development of core literacy in sports, the combination of physical education curriculum and core literacy in sports, and the main content, training methods, approaches and strategies of core literacy in sports of higher vocational students.

2.Delphi method

Delphi method is also called the expert investigation method, the essence is a kind of anonymous feedback enquiry method, is designed by the researchers to draw up relevant questionnaires, and choosing the panel members, according to the prescribed procedures used in the form of a letter to consult expert advice, the opinion results are sorting, statistics, and then to the experts to provide anonymous feedback information, Opinions and suggestions were solicited again, and feedback was continued after recycling, sorting and induction. When stable data were obtained and consensus reached the standard, iteration of Delphi method was stopped and collective consensus of experts was finally obtained, which was the result of Delphi method. In this study, because the content of sports core literacy is in the exploration stage, and there is no unified and detailed standard for the constituent elements of higher vocational students' sports core literacy, Delphi method is adopted to define the constituent elements of higher vocational students' sports core literacy. After two rounds of expert investigation, this study finally determined the components of the core quality of higher vocational college students, namely, sports ability, sports knowledge, healthy behavior, sports moral character, sports values, sports information literacy six first-level elements, and 23 second-level elements.

3.Questionnaire survey

The questionnaire design of teachers in this study is mainly based on the components of higher vocational college students' PE core literacy determined by Delphi method, and starts from the aspects of the school's training approaches, training contents, training methods, evaluation methods and related influencing factors. After discussing with PE teachers and experts in colleges and universities through the investigation data, Determine "Higher Vocational College Students sports core literacy training strategy research -- teacher questionnaire". In order to ensure the rationality and validity of the Research on the Cultivation Strategy of Higher Vocational College Students' PE Core Literacy -- Teacher Questionnaire, this study uses the expert evaluation method to conduct validity test. After interviewing 7 experts in related fields, the validity test was carried out after modification according to their evaluation and suggestions. The validity of the questionnaire indicates that the design of the questionnaire can reflect the purpose and content of the study. The content and structure of the questionnaire are reasonable and can basically meet the needs of this study. The questionnaire is valid. This study selected 8 vocational colleges in Quanzhou city to conduct a questionnaire survey. A total of 84 physical education teachers participated in the questionnaire, 84 questionnaires were issued and 80 questionnaires were recovered. There were no random answers or blank questionnaires, so the questionnaire recovery efficiency was 95.24%.

4.Mathematical statistics

Based on the investigation of the current situation of cultivating the core sports literacy of higher vocational students in 8 vocational colleges in Quanzhou city, this study sorted out the collected questionnaires and used Excel software to conduct statistics and collation of the survey data.

Findings and Conclusions

Firstly, through Delphi method, it is determined that the core qualities of higher vocational students consist of sports ability, sports knowledge, healthy behavior, sports moral character, sports values and sports information literacy. Athletic ability mainly refers to the ability of students to participate in sports activities and exercise, which is mainly reflected in the individual's comprehensive performance in sports activities, and related to the individual's form, skills, quality and tactics. It is mainly divided into three secondary elements: physical exercise method, physical ability and motor skills. Sports knowledge refers to the understanding of the physiological characteristics of the human body and the law of physical and mental development, as well as the knowledge of sports, which is the basis of individual sports activities. It can be divided into five elements: basic sports knowledge, physical exercise knowledge, sports health knowledge, sports injury knowledge and sports safety knowledge. Health behavior refers to the comprehensive performance of physical exercise in order to improve physical and mental health and the ability to adapt to the external environment, which consists of physical exercise consciousness, physical exercise habit, emotional regulation and environmental adaptation. Sports moral character refers to the sum of the code of conduct to be followed, the pursuit of thought and the spirit shown in sports activities. It mainly includes three aspects: sportsmanship, sportsmanship and sportsmanship. Sports values refers to an individual's overall view to the meaning and importance of sports, is a collection of attitudes and evaluation, is a basic value orientation reflects the individual sports in the sum of belief, faith, ideal, etc, mainly divided into physical health values, sports consumption values, social values, recreation values. Sports information literacy refers to the ability to actively and effectively retrieve and identify the required sports information, to determine its nature into one's own knowledge system, and to apply it to daily physical exercise and communication under the premise of observing sports ethics. It mainly includes the dynamic attention of sports information, the ability to acquire sports information, the ability to judge sports information and the ability to use sports information.

Secondly, the higher vocational colleges involved in the survey mainly rely on PE courses and set up relevant sports associations to cultivate students' sports ability. However, although schools provide sports venues, they do not provide corresponding equipment. As shown in Figure 1, 47% of schools train students' sports ability in the form of fun sports games, 31% organize sports clubs, 13% organize students to watch sports programs, and only 9% organize students to carry out winter and summer camp activities. The form of sports activities organized by the school is relatively simple, mainly in the interest of sports games, sports associations, etc., summer and winter camp activities are less.

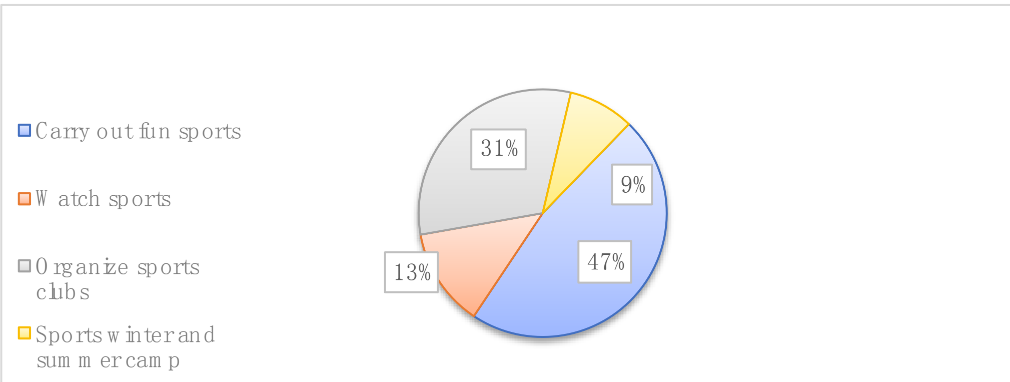


FIG. 1 Survey data of sports ability cultivation methods

As shown in Figure 2, 39% of teachers focus on students' physical exercise, 30% on students' motor skills, 23% on students' endurance, and 8% on improving students' physical fitness, indicating that the setting and selection of training contents are not comprehensive enough. In the teaching process, teachers pay more attention to the training of physical exercise methods and motor skills, and do not involve the training of students' endurance and physical ability.

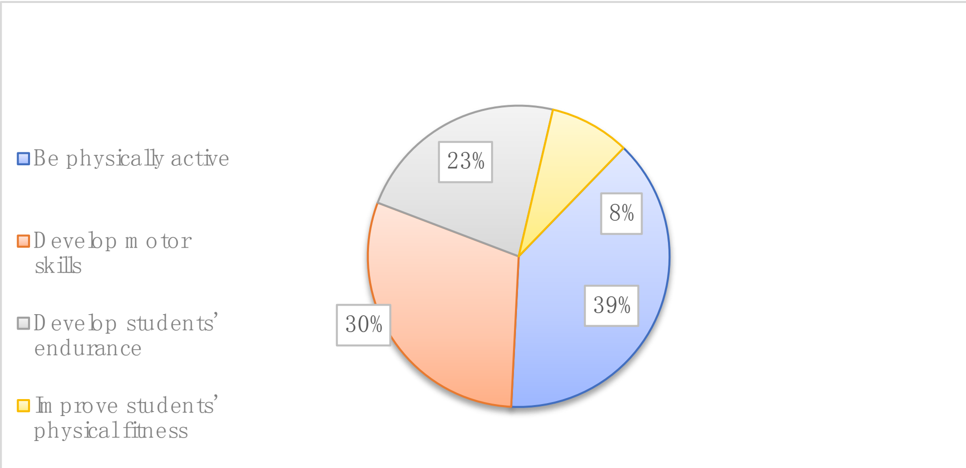


FIG. 2 Key survey data of sports ability training

As shown in Figure 3, 64% of the teachers mainly teach directly, 11% choose to post propaganda slogans, 10% choose to play relevant videos, and 8% carry out corresponding events and activities publicity. However, only 7% of the teachers are involved in the publicity of sports safety knowledge. This shows that in the form of sports theory classes mainly taught by teachers, slogans, broadcast videos and corresponding events and activities are less, and the teaching and publicity of sports safety knowledge are less frequent.

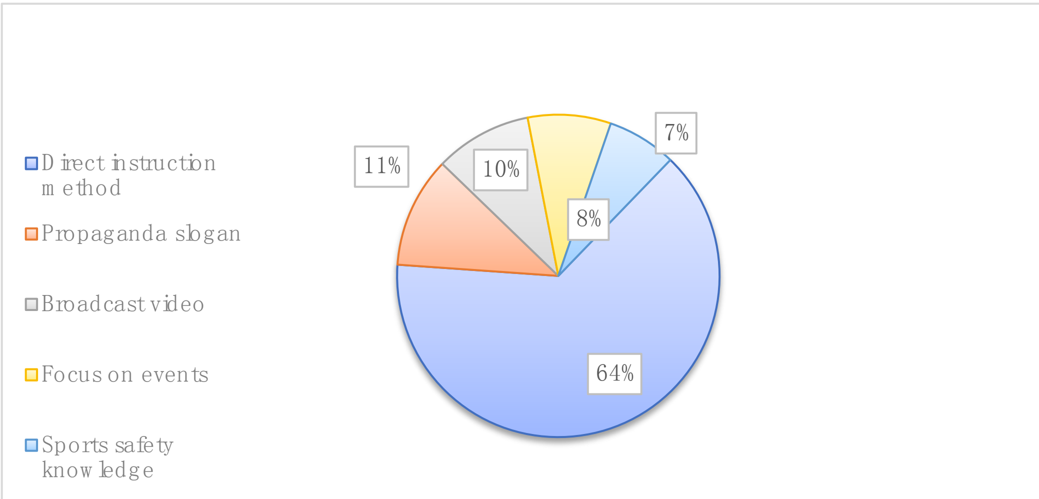


FIG. 3 Survey data of sports knowledge cultivation content

The cultivation of healthy behavior is mainly realized through physical education, ignoring the implementation of other ways, such as sports special report. The cultivation of students' healthy behavior mainly focuses on physical exercise consciousness and habit, but teachers neglect the cultivation of students' emotional regulation and environmental adaptation factors. The cultivation of students' sports morality mainly starts from the big environment of the school, organizing students to participate in sports competitions, enriching campus cultural activities, strengthening the publicity of sports, creating a good sports culture atmosphere, and giving teachers and students a good sports environment support. Most higher vocational colleges' cultivation of students' sports values is mainly based on enriching school sports activities, emphasizing the cultivation of students' correct sports values, mainly by means of imperceptive method and example method, supplemented by other methods, so that higher vocational students can develop a good physical exercise mentality. The cultivation of sports information elements uses various forms, such as building information database, using multimedia assisted teaching and other hardware environment support, soft environment influence, etc. This paper aims to cultivate the students' dynamic awareness of sports information, the ability to acquire sports information, the ability to judge sports information and the ability to use sports information.

Recommendation

Firstly, strengthen the importance of schools. The degree of attention paid by schools and related leaders will indirectly affect the level of students' core physical literacy. The degree of support and attention paid by schools is the premise and guarantee for relevant departments and teachers to implement training, and plays a connecting role in the implementation of training. Schools and leaders should clarify their supportive attitude. School leaders should change the traditional concept to recognize the actual value of physical education, treat physical education fairly, pay attention to the training of students' core quality of physical education, make a correct interpretation of relevant policies, and make overall arrangements for the implementation plan. The school should combine the training of core physical literacy with the individualized education of higher vocational colleges to form an overall plan, formulate the corresponding training implementation policies, and give full play to the guiding role of the system instead of blindly carrying out the training work. It is suggested that the implementation of the training of higher vocational college students' core physical literacy should be ensured through the formulation of relevant implementation policies, basic supervision system and evaluation system.

Secondly, create a good sports environment. Higher vocational colleges to establish sports publicity column, increasing rich sports activities and sports competitions, sports core literacy lecture series and so on, use the function of sports media, to create a good sports culture atmosphere, rich sports knowledge system of higher vocational students, let students find happiness, change the old ideas, set up the correct sports values. Sports values belong to the deep level of training, vocational colleges should use its favorable environment and conditions in the training process, through various means to train students' sports values. The good campus sports atmosphere plays a catalytic role for higher vocational students to participate in sports, and the school can attract students' attention and create a platform for students to exchange sports information by holding and organizing some large-scale sports events.

Thirdly, improve teachers' core literacy. Teachers, as the participants of training, should also be at a higher level of their own PE core literacy, so as to train students in PE classroom teaching. At the same time, PE teachers should have the teaching concept of improving the students' PE core literacy. Teachers also need to have the ability to integrate teaching resources. Under the condition of using traditional teaching resources, teachers can use modern means of science and technology to stimulate students' interest and improve teaching quality. PE teachers should carefully study the policy and scientific research literature of PE core literacy, grasp the development trend and direction of PE teaching, combine it with the implementation of specific courses, discover and solve problems in time, and clear the obstacles for the implementation of training means of PE core literacy of vocational students in PE curriculum.

In the end, optimize PE curriculum design. The PE curriculum education in higher vocational colleges, as an important part of cultivating the core quality of higher vocational students, should fully implement the concept of developing the core quality of students' PE, fully support and establish a positive attitude of cultivation, so that the development of the core quality of PE will gradually be integrated into the life and study of students. The integration of teaching objectives physical education teaching objectives provides the basis for the course implementation of pointing out the direction, enriching the teaching content selection of teaching content, based on the teaching objectives, combined with students' interests and hobbies, improve the core quality of physical education of vocational students, innovation of teaching methods.

Sixthly, enrich extracurricular sports activities. To ensure that vocational students have time for extracurricular exercise and sports activities, encourage and support students to actively participate in and organize sports associations and clubs, and carry out a variety of sports activities and competitions. Extracurricular sports is an important way to realize the development of core quality of sports, is the basic form of students to participate in fitness, but also an important channel to develop and train sports reserve talents. The school should develop different sports clubs, hold a variety of sports competition activities, adopt a variety of activities, such as clubs, summer sports camp (winter), increase the choice of ways to improve the degree of student participation.

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Research on Internet Marketing Strategy of Life Insurance Business of R Insurance Company

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Abstract

R Insurance Company was established in 2003. With the country's strong support for the insurance industry and the people's renewed understanding of insurance, the insurance industry has developed by leaps and bounds. At the same time, with the rapid development of information technology and the widespread application of Internet technology, traditional industries have been hit as never before. In the Internet era, insurance policies cannot meet the needs of customers only by relying on traditional channels. Internet marketing uses its advantages in products, technology, and channels to make more and more insurance companies enter the Internet marketing model.

This article uses literature analysis, PEST analysis, case analysis, and STP analysis to comprehensively analyze the Internet marketing strategies of R insurance company's life insurance products. First, through the research and analysis of domestic and foreign literature reviews, it is understood that the development of insurance Internet marketing is still uneven under the current international situation. Secondly, use PEST to analyze the macro environment of the company's Internet channel life insurance product marketing, and analyze the internal environment of R insurance company's Internet marketing from the advantages and disadvantages. Thirdly, starting from the actual life insurance business of the company, guided by customer needs, using marketing STP analysis to clarify the Internet marketing target market of the company’s life insurance products, and to segment it, so as to carry out accurate market positioning, and formulate it through marketing 4P analysis. Products, prices, channels and promotional strategies that are in line with the current Internet marketing status of R Insurance's life insurance products. Finally, safeguard measures are put forward to ensure that the company's Internet channel life insurance product marketing strategy can be effectively implemented.

Keywords: R insurance company; Internet; marketing strategy; life insurance business

Introduction

Research Background

The rapid development of Internet technology has overturned the past methods of information dissemination, and has brought unprecedented changes to human life styles.

Unprecedented changes. Based on the background of the integration of traditional industries and Internet technology, the Chinese government attaches great importance to the role of Internet technology in economic development, and proposes the "Internet +" policy guidelines at the national level.

The insurance industry in my country has resumed operations in 1980. After 41 years of development, especially since the reform and opening up, its depth and density have continued to increase, and it has become one of the three pillars of my country's finance. Insurance not only has the functions of financing and economic compensation, but also provides an important role for the social economy and the people's livelihood.

my country's NCFG has been officially connected to the Internet on April 20, 1994. Since that day, Internet technologies represented by big data and mobile networks, plus platforms and cloud computing have penetrated into all walks of life, and people's purchasing methods have gradually changed from traditional Offline purchases are transferred to online purchases, and natural insurance is no exception[1]. According to the forecast of the American insurance industry, 30% of commercial insurance and 40% of personal insurance will be completed under the global Internet environment in the future.

Unlike traditional channels, the marketing of life insurance products through Internet channels is low-cost, high-efficiency, fast-updated, and transparent.

The advantage of high degree is just in line with people's consumption characteristics of small amount and high frequency nowadays. At the same time, China's population base is very large. It stands to reason that the scale of my country's insurance market must also be huge. However, my country's policy volume and per capita premiums are far lower than those of developed countries. From this point of view, my country's life insurance product Internet market has a great potential. Bigpotential.

The research object of this article, R insurance company, is second to none in the domestic insurance industry. With the rapid development of Internet commercial applications, the company is also facing the problem of how to accelerate the development of Internet marketing. In recent years, R insurance company's premium scale has always been at the forefront of Shandong Province. Realizing life insurance product marketing through Internet channels is also an important platform for expanding product marketing channels in line with the modern financial situation, which is of great significance to the company's development.

Research Problems

Although the Internet marketing research theory of life insurance started late in my country, based on my country's national conditions and development status, the theoretical viewpoints and countermeasures proposed are of great value for reference, effectively promoting the commercial application of the Internet in the insurance industry. Although current life insurance Internet marketing theories at home and abroad cannot fully effectively explain and guide domestic insurance Internet marketing business, the development momentum is very good and it is worth learning. The theoretical research and actual results of insurance Internet marketing abroad are the international frontier theories in the development of insurance marketing and the application of insurance Internet. It is also a basic theory worthy of reference in this article. However, the national conditions at home and abroad are very different, and the gap in Internet insurance marketing is also It is relatively large. Therefore, my country's Internet insurance cannot fully learn from the results and problems of foreign Internet theory. It is necessary to study Internet insurance marketing strategies that conform to my country's national conditions.

Objective of the study

As early as 2000, pioneers in the domestic life insurance industry began to test the waters of the Internet marketing of insurance products.

Initially, insurance companies did some simple life insurance product marketing through portals, which were basically just offline products.

The product is simple online, and no Internet product is designed. Until 2012, some life insurance products designed for Internet customers were gradually launched. These products have clearer protection and more convenient purchase, and are favored by Internet users. Therefore, a new pattern of Internet marketing has been opened up. At the same time, various insurance companies have also Develop Internet marketing channels one after another. As of 2017, 81 insurance companies adopted Internet marketing methods for their life insurance products, and 12 of them accounted for more than 10% of the Internet premium income of their life insurance products.

While major insurance companies are sparing no effort to use various online platforms for Internet marketing of life insurance products, R insurance company has already occupied half of the industry. In recent years, although the market share is still among the best in the industry, it has declined. At the same time, the growth rate of premium scale has also declined. It can be seen that in the insurance market of modern society, life insurance products have a stronger ability to acquire customers through Internet marketing. This is not only a requirement of the times, but also a choice of the market. A well-built life insurance Internet marketing system is of great help to obtaining more customers. How R insurance company develops Internet business through the development of Internet marketing strategies for life insurance business, and solves the problems of single life insurance product variety, high loss ratio, and serious homogeneity encountered in the business process is the core of this article. Through strategic research, problem solving provides a positive direction for the company's future operations and development.

Scope of the study

The basic scope of this article is as follows:

The first chapter, the introduction, completes the academic background and theory, the research purpose and practical significance of this research topic, the literature review of this topic at home and abroad, as well as the source, research methods, main research content and simulation of this research topic. The technical route taken.

The second chapter mainly discusses the environmental analysis of Internet marketing of R insurance company's life insurance business. Completed a summary of the current Internet marketing of the life insurance business of China R insurance company, including how to achieve breakthroughs from the exploration period to the development period, and through a comparative analysis with other companies in the industry, it was concluded that the Internet marketing of R insurance company life insurance business had deficiencies. Through the PEST macro-environment analysis model, it analyzes the political environment, economic environment, social environment, technical environment and other external environments of life insurance business Internet marketing, and analyzes the internal environment of R insurance company Internet marketing from the advantages and disadvantages.

The third chapter completed the analysis of Internet marketing strategy of R Insurance Company's life insurance business. Combining my country's actual insurance needs and the reality of R insurance companies, through the STP analysis model, the analysis from the market segmentation of life insurance Internet marketing to the selection and market positioning of the target market has been completed, and the 4P portfolio strategy has been completed including products, prices, channels, Analysis of the four aspects of promotion, so as to choose the Internet marketing strategy suitable for the development of the enterprise.

The fourth chapter completed the guarantee analysis of the implementation of the Internet marketing strategy of R insurance company's life insurance business, mainly including changing the marketing concept, turning passive marketing into active marketing based on customer needs, adjusting the organizational structure, and replacing it with a flat organizational structure The vertical management model will improve the life insurance online sales system, establish an online sales supervision system to ensure Internet security, optimize the platform, and use high-tech network technology to improve customer satisfaction with the platform.

Research Significance

As early as 2000, pioneers in the domestic life insurance industry began to test the waters of the Internet marketing of insurance products.

Initially, insurance companies did some simple life insurance product marketing through portals, which were basically just offline products.

The product is simple online, and no Internet product is designed. Until 2012, some life insurance products designed for Internet customers were gradually launched. These products have clearer protection and more convenient purchase, and are favored by Internet users. Therefore, a new pattern of Internet marketing has been opened up. At the same time, various insurance companies have also Develop Internet marketing channels one after another. As of 2017, 81 insurance companies adopted Internet marketing methods for their life insurance products, and 12 of them accounted for more than 10% of the Internet premium income of their life insurance products.

The marketing concept of my country's insurance industry is relatively backward, and Internet marketing started late, and there are not many relevant studies and cases. Therefore, discussing how domestic life insurance companies should make use of their own advantages and resources under the current Internet environment, adjust industry marketing concepts and marketing mechanisms, and find a set of Internet marketing systems suitable for the life insurance market, so that the healthy and rapid development of life insurance products in my country is particularly urgent. This article takes R insurance company as an example, puts forward the problems and necessary stages commonly encountered by traditional insurance companies under the Internet economy, and discusses the Internet marketing strategies of life insurance products. Has reference value.

Theoretical framework

R insurance company has always maintained the forefront market share in Shandong Province, and its marketing strategy is representative. This article analyzes the current life insurance marketing status of R insurance company's Internet channels and uses STP analysis to clarify the Internet marketing of R insurance company's life insurance products Target market, and segment it, and then carry out accurate market positioning, through marketing 4P analysis, formulate Internet marketing products, prices, channels and promotion strategies that are in line with R insurance company's life insurance products. Researching the life insurance marketing of the company's Internet channels will not only help to eliminate the shortcomings of R Insurance Company's life insurance products in Internet marketing, but also solve the company's market share decline and the decline in growth rate, and form R Insurance Company's unique Internet marketing strategy. Advantages can provide a successful model for the implementation of Internet marketing strategies for my country's life insurance products, and even guide the development of Internet marketing for my country's life insurance industry.

Literature Review

At present, my country's "Internet +" marketing model is developing rapidly, providing a brand new platform for insurance marketing.

The marketing of Internet insurance will be the joint marketing of mobile insurance and agents. Because Internet insurance needs to be Only the participation of managers can create favorable marketing and promotion conditions. Compared with agent marketing, Internet marketing has the advantages of high fficiency, strong interaction, and low price, but it also faces network security issues. Internet insurance must improve Internet security (Lu, 2012).

Domestic scholar Zhang Yiran took my country's life insurance product Internet marketing as the research object, combined theory with practice, and analyzed various factors such as the company's own response speed to the market, how to effectively reduce costs, improve customer loyalty, satisfaction, and optimize customer relationships. Draw up the Internet marketing ideas of life insurance products to formulate corresponding strategies. At the same time, it is pointed out that Internet marketing of insurance has become an indispensable marketing method for the insurance industry, and insurance companies should use big data platforms to further develop Internet marketing (Zhang, 2014).

At the end of the 20th century, with the rapid development of electronic technology and Internet technology, network security and laws have become more mature. Internet marketing of insurance is gradually replacing its traditional marketing model. This new marketing model of Internet marketing has advantages compared with traditional models. Incomparable marketing advantages (Zhao, 2014).

In her research, Zhao Linlin pointed out that the new Internet marketing channels for insurance have had a considerable impact on traditional agent marketing models and e-commerce. The article also summarized the advantages of Internet marketing of insurance. It is believed that if the upgrading of insurance products is to be accelerated, the first step is to let customers understand insurance products, effectively and timely transmit product information, and insurance companies must grasp customer needs in real time. In China, consumers do not have the awareness of purchasing insurance products online. Most of their purchases are affected by price factors, which makes it difficult for insurance companies to set prices. It is necessary to consider the pricing of similar products of other companies and the comprehensive pricing of their own factors.

There are still many deficiencies in insurance Internet marketing, including organizational Internet thinking, platform technical support, and offline after-sales networks. In terms of research on product marketing strategies of life insurance companies, the main marketing method of domestic life insurance companies is personal agent marketing, which is also the main marketing method for life insurance companies to generate revenue. Wu Chaoli used the SWOT analysis method in the marketing strategy of life insurance products. First, he analyzed the current situation of the life insurance market, analyzed the advantages and disadvantages of life insurance products in marketing from the aspects of advantages, disadvantages, opportunities and threats, as well as existing problems, and proposed corresponding marketing Strategies provide some ideas that can be used for reference in the marketing of life insurance products (Wu, 2016).

With the rise and rapid development of modern Internet technology, people's lifestyles and communication methods have undergone major changes, and the operation mode of enterprises has also undergone corresponding changes. Tang Jincheng proposed that insurance companies want to adapt to the current development of the insurance industry. We must give full play to our own advantages, innovate marketing methods, and keep proactively following the "new normal" of the insurance industry. At the same time, in terms of marketing, in order to improve operational efficiency, insurance companies must create a more efficient communication environment. All these require modern insurance companies to continuously innovate, break the traditional marketing model, and provide customers with more satisfactory services to enhance their competitiveness. Specific Internet strategies include innovation of organizational structure, opening of B2P mode, Internet user database collection, etc (Tang, 2006).

Research Methodology

Taking the life insurance products of R insurance company as the research object, combined with my work experience in R insurance company, the current situation of Internet marketing of life insurance products is researched and combed, and through consulting a large number of domestic and foreign related literatures related to the insurance industry, life insurance products, and Internet marketing theories , And sort out the various opinions and trends of academic experts on the Internet marketing of life insurance products, analyze the current problems in the Internet marketing of life insurance products in the industry and the reasons for these problems, and propose strategies for life insurance product marketing in the new era of the Internet. Through the combination of STP and 4P strategy, the company will expand its market share, increase the growth rate of premiums, and achieve sales targets.

The main research methods used in this article include: literature analysis, PEST and STP analysis, and case analysis.

1. Literature analysis

Collected and studied related books and articles on life insurance basic theories, insurance Internet marketing theory, marketing strategy theory, etc., and referenced a large number of academic journals, dissertations, newspapers and periodicals and other documents through the Internet, and collected a wealth of materials for the writing of the papers.

2. PEST analysis method

When analyzing the Internet marketing environment of R insurance company's life insurance products, this paper uses the PEST analysis method to analyze the macro environment of Internet marketing from four factors: politics, economy, technology and society.

3. Case analysis method

R insurance company has a relatively large business scale and was established earlier. It is also the first insurance company to develop e-commerce marketing. It is representative. This article conducts in-depth research on the current status of R insurance company online marketing and finds the current problems in the Internet marketing of life insurance products. And use STP analysis method and 4P combination analysis method to formulate corresponding marketing strategy.

4. STP analysis method

This article uses the PEST analysis method to formulate three aspects of market segmentation, target market and market positioning.

Developed the Internet marketing plan for life insurance products of R Insurance Company.

Finding and Conclusion

This paper analyzes the current situation of R insurance company, and analyzes the current Internet marketing environment and marketing strategy research, and draws the following conclusions: First, R insurance company's Internet marketing of life insurance business is of great significance. In the “Internet +” environment of the whole people, Internet technology has been applied unprecedentedly, demonstrating the strong advantages of cross-industry integration.

At present, Internet marketing competition for life insurance business is becoming increasingly fierce. It is very necessary for R insurance company to conduct Internet marketing strategy research. The company should promptly adjust its strategic development plan, change its products, marketing methods and services, and create life insurance in the Internet era. The new marketing pattern will further expand the market share to achieve sustainable development of the company and avoid being left behind by the "Internet +" era.

Second, analyze the current Internet marketing status and environment of R insurance company's life insurance business. Through the analysis of the status quo, the current problems are drawn: First, the product variety is single, the online marketing product variety is relatively narrow, and the flexibility is insufficient. The company should change the product name, nature, etc. to improve the sense of participation of target customers. Secondly, because the awareness of Internet marketing is not strong, the company should strengthen the awareness of all employees on Internet marketing, and pay attention to Internet marketing from an ideological perspective. Thirdly, because of the lack of innovation, capital and technology investment should be increased, and Internet marketing thinking should be integrated. Finally, there is a lack of new types of talents, and new types of Internet marketing talents should be introduced and cultivated. Through the PEST analysis, the overall analysis of the external macro-environment of R insurance company’s Internet marketing from the four aspects of politics, economy, society and technology. The Internet marketing situation of R insurance company is analyzed.

Third, the formulation of the marketing strategy of R insurance company's life insurance products through internet channels. First, use STP analysis to find marketing strategies in the market that are compatible with its own development through the three steps of market segmentation, target market selection and market positioning, and then use 4P combined marketing analysis to formulate products, channels, prices and promotions Strategy, using 4P combined marketing to maximize the benefits of Internet marketing. Internet marketing strategy starts from the company's internal situation, is closely linked to Internet marketing, and starts from the company's competitiveness. It is both forward-looking and complementary to traditional business.

Fourth, the guarantee analysis of the implementation of the Internet marketing strategy of the R insurance company's life insurance business. Any good strategy is of no value if it cannot be implemented smoothly. Therefore, the implementation of protection is particularly important. First of all, it is necessary to change the marketing concept, to serve customers as the highest purpose, to personally understand the needs of customers, and to understand the life insurance products they need. Secondly, adjust the organizational structure, accelerate the pace of construction and optimization of Internet marketing related organizations, and comply with the requirements of the improvement of Internet marketing channels and the continuous increase of business scale. Third, improve the life insurance online sales system, establish a sound Internet marketing supervision system and Internet security guarantee system. Finally, optimize the platform to increase customer satisfaction with the use of the platform. This article combines the theoretical basis of Internet marketing of life insurance products with the experience of Internet marketing of life insurance, and conducts Internet marketing strategy research on the life insurance business of R Insurance Company.

Recommendation

The author lacks life insurance product marketing experience, and has limited knowledge of life insurance products and its Internet marketing. Therefore, the research conclusions drawn still have certain deficiencies. And because each insurance company is affected by its own development and corporate culture, its current situation is different. The Internet marketing strategy adopted in this article cannot be applied to the Internet marketing of life insurance business of all insurance companies.

In the future, with the integration of insurance and the Internet, the scope of life insurance business will become wider, the service space will become larger, and the opportunities will become more. Of course, the challenges will be greater. The Internet marketing trend of life insurance products should strive to make the insurance industry return to the mainstream of protection. , Life insurance products meet customer needs, and claims settlement services are close to customers' lives."

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Research on Marketing Strategy of Commercial Bank

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Abstract

As China's social and economic level increases significantly, people's personal income also increases accordingly.In the case of double excellent social, economic and personal and economic development, China's financial industry environment is undergoing great changes, mainly reflected in the reform of the financial industry and the development of the new financial industry.Commercial banks have been most affected by the change in the financial environment.The traditional business model of commercial banks can no longer apply the requirements of the new financial environment.In the traditional business model, credit business is the main business business of commercial banks, occupying a huge share of the annual income of commercial banks, and is the guarantee for the survival of commercial banks.However, the rapid development of technology at any time, especially computer technology and its related derivative technology, which makes new financial enterprises constantly mushroomed.For example, in the financial credit businesses such as Ant Credit Pay in the Alipay APP, the new financial industry has had a huge impact on commercial banks.Therefore, commercial banks should adapt to the change of the environment, absorb the advantages of the above new financial industry combined with their own conditions, to create their own high-quality credit business, and to promote it.

This paper analyzes the current credit business strategy of commercial banks by SWOT, and comprehensively analyzes the current situation of the credit business of commercial banks.Real and effective reflection of the current problems of commercial banks.

Key words: Commercial bank,Credit business,SWOT,Marketing strategy.

Introduction

Research Background

With the continuous improvement of China's economic level, and the development of financial globalization.China's financial environment is undergoing great changes with China's reform and opening up policy, which makes the commercial banks under China's traditional marketing model face difficult challenges.Competition between domestic commercial banks is gradually increasing, especially in inter credit businesses.The credit business is mainly divided into public business and personal business.In the public business, the four major state-owned banks also occupy the dominant position, which makes the local commercial banks' public business limited, and can only be mainly aimed at the improvement of personal credit business.However, the competition crisis of local commercial banks not only comes from the domestic commercial banks, but also faces many challenges.

On the one hand, since China's reform and opening up the economic construction has made remarkable achievements and the total national economy has been greatly improved.The main reason for this great achievement is the outward economic development policy adopted by China. Through 29 years of reform and opening up, China has confirmed the great success of this policy, thus creating the rapid economic development today.In this process, China introduced a large scale of foreign investment, the main form is wholly foreign investors and transnational mergers and acquisitions.This opening up of foreign policy has accelerated the process of China's financial internationalization.Since 2001, the central government has opened up its multiurban cash business to foreign banks.According to data statistics, by the end of 2020, China had 41 wholly foreign-owned banks, with a total of 946 business outlets.The large influx of foreign banks, as well as its advanced business philosophy, high marketization and new credit products, have caused a huge impact on China's traditional commercial banks, especially for local commercial banks.

On the other hand, due to the strong development of computer network technology and mobile communication technology in recent years and excellent achievements, new breakthroughs in the financial field.Emerging financial enterprises with the above technologies as the core continue to emerge.For example, Alibaba's Ant Financial products, Ant Credit Pay, JD Finance as well as Suning, Vipshop , have entered the field of financial services.Since the previous business of these enterprises is mainly aimed at the shopping consumption of the people, they can make data statistics through the previous personal consumption of the people, so as to estimate the personal economic situation. Compared with commercial banks, they can be more convenient and evaluate the personal lending qualification more quickly.Therefore, the financial service platform of the above enterprises is mainly aimed at the development of small personal credit business.At the same time, due to its previous consumer commodity platform operation, it already has a certain scale of consumer groups.The financial service platform to increase personal credit products on the original platform is more convenient, and it also has a certain customer group in business publicity and expansion.Moreover, because of its fast personal credit qualification audit and simple process, it has a very good market prospects.Seeing the huge development potential of emerging financial platforms, traditional commercial banks have also developed their own interconnected financial service platforms, such as the mobile banking app of various commercial banks.Want to get a part of the competition in the field of Internet finance.

Research Problems

The main problem studied in this paper is the optimization of the credit marketing strategy of commercial banks.Its optimization is mainly aimed at the current financial market environment and the introduction of new financial regulatory policies.Enables it to cope with changing financial forms, adapt to the development requirements of the new situation, and seek new ways to increase profit returns.It can gain its advantages and survive longer under the threat of numerous market competition from state-owned banks, foreign banks and emerging financial institutions.

Objective of the study

This paper takes commercial bank personal credit marketing strategy as an example to investigate its current marketing strategy.Use SWOT to analyze the internal advantages and disadvantages of its marketing environment, and external opportunities and threats.Discover the problems in its marketing environment, and formulate the corresponding countermeasures according to its reasons.

Scope of the study

The main research scope is the marketing status of the credit business of Chinese commercial banks, mainly taking the local commercial banks as an example, because it plays an important role in the local economic development.

Research Significance

As the credit business of China's commercial banks only began to appear in the 1990s, there were relatively few research on credit business in China in the early stage of development.Most of the research mainly focuses on large state-owned banks and joint-stock commercial banks that already have a certain scale of development.Its research focuses on marketing theory, which does not combine the credit business of commercial banks with the changing financial environment, and is lack of attention to the development trend of credit business marketing.There is a greater lack of research on local urban commercial banks. In the initial stage of their establishment, urban commercial banks mainly serve the market positioning of local economy, small and medium-sized enterprises and urban residents.Most urban commercial banks focus their credit business on the services of small and medium-sized enterprises, and some even follow large state-owned banks to compete in the market for large customers and large projects.All ignore the services of the personal credit business of urban residents.For urban commercial banks, the credit business competition of small and medium-sized enterprises has been in a saturated state, and with the emergence of emerging financial industries, personal credit business is facing new competitive challenges.With the reform of China's financial interest rate liberalization, commercial banks in cities have less and less profits by relying on the poor deposit and loan interest rate, and have been unable to maintain their survival in the huge competitive market.Due to its own personal credit business marketing management is not perfect, too single marketing means, product and lack of innovation, various factors make the urban commercial banks in the dilemma of survival and development.Under the background of the rapid development of economy, information and Internet technology, it is not only full of challenges, but also brings important opportunities for urban commercial banks for innovation and transformation.Local commercial banks should seize the opportunity to conduct a detailed analysis of the internal and external market environment, innovate marketing means and optimize strategies, solve their own existing problems, and enhance their core competitiveness.This paper is based on the personal credit marketing strategy of commercial banks, mainly for the shortcomings of its marketing strategy.In the optimization of marketing strategy, we mainly pay attention to the development of financial market forms, and pay attention to the combination with the actual situation.The study of this paper is of great theoretical significance for the marketing strategy optimization of personal credit business of local urban commercial banks in China.

Theoretical framework

Its main technical route is shown in Figure 1.1.

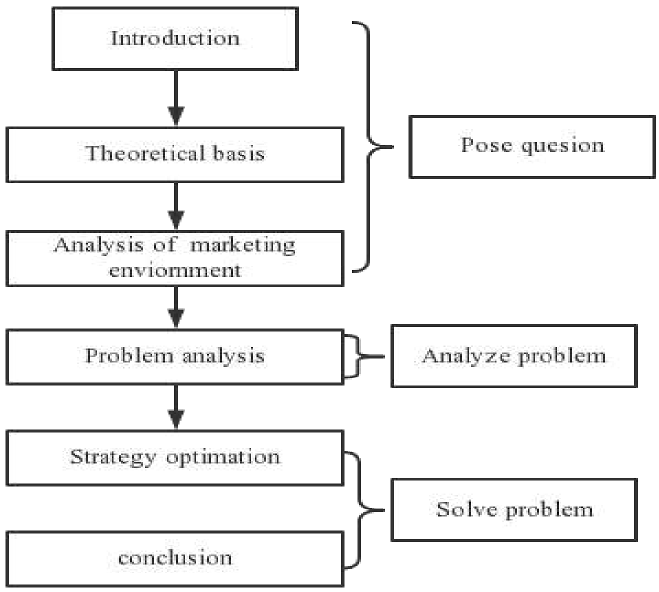

Figure 1.1 Technical route of this article

Hypotheses

SWOT analysis

Internal advantage analysis

In evaluating the advantages of enterprises, most of it is conducted from the enterprise itself and the internal environment.For most enterprises, if they are more competitive compared with other enterprises in technology, capital, products and other aspects, this is the advantage part of the enterprise.At the same time, the enterprise brand, image, reputation and so on are also invisible advantages, but also play a positive role in the enterprise to participate in external competition.Advantages within bank:

The bank in daily management, pay attention to the introduction of advanced management concept, management mode, comprehensive marketing strategy is a main work at this stage, fully mobilize the enthusiasm of personnel at all levels, integrate internal resources, improve the efficiency of resource utilization, in products, services, marketing also realized continuous innovation, made good achievements.

Constantly improve the internal control mechanism to improve the operation and management ability and level.During 2018-2020, the bank was committed to analyzing the current development situation and made internal reform combined with relevant regulations and industry development guidance, reformed and improved various internal management systems and norms of the bank, and initially established a modern and comprehensive operation model.

Internal disadvantage analysis

Disadvantages are also analyzed in terms of internal organizational factors.If the enterprise ignores the management of facilities and equipment in the usual management, does not timely maintain and update the equipment, but also ignores the technology development and research, and is in a backward level of research and development, then it will naturally affect the competitiveness of the organization, but also affect the development of the organization.The disadvantages within bank are as follows:

Credit business category innovation strength is insufficient

The bank facing the development of the environment changes, so the bank support financial product innovation, invested a lot of resources, according to the needs of customers, develop suitable financial products, remarkable results, but innovation work at the overall level, there are still some problems, the most outstanding is the establishment of innovation mechanism is not perfect, affect the innovation effect, the effect on credit business marketing also has a negative impact.

Credit business price formulation is not reasonable

The bank currently used credit product pricing model is "benchmark interest rate + floating rate" mode, this pricing model of scientific nature is not high, cannot promote different credit products in price, all types of customer groups are the same pricing way, when pricing, not combined with different customer credit situation to different pricing, for customer value potential, is not included in the pricing consideration.This pricing model is an extensive pricing method, which to a certain extent causes damage to the interests of high-quality customers, and is actually unfavorable to the relationship maintenance of such customers.Banks do not combine different categories of customer groups, set different interest rates, will make customers feel unfair, especially quality customers, will feel that they have not been paid the attention of the bank, and slowly lose trust in the bank.The bank's current pricing model, the lack of pertinence, has an adverse impact on improving customer loyalty and service satisfaction.

External opportunity analysis

The opportunity for organizational development is related to its external factors.If a new demand is formed in the external market, then the trade obstacles in the international market will also decrease. At this time, if enterprises can respond quickly, launch new products, or new services, and formulate solutions to the competition, then they can get more opportunities.Sometimes, if competitors do not make reasonable market responses, then it is also an opportunity for enterprisesThe bank has the following opportunities in the external environment.

External economic environment:

In the process of deepening reform, China's financial market degree of openness has been continuously improved. At the same time, in recent years, the country's social economy has maintained a rapid development trend, creating a good external environment for the development of commercial banks.Many foreign capital into China's industrial field, promote the development of social production; domestic enterprises in capital strength accumulation, development scale have improved, with the increase of business volume, the demand for development funds increases, make the market demand for bank credit products increased.Economists predict economic development based on the current economic development speed and people's consumption potential, with the conclusion that the growth rate of China's economy will continue to maintain 6%, which is a very good development opportunity for banks.

Development of the network economy

Internet finance, as a financial innovation, has now become a trend. The development of this new financial business has brings new opportunities for the development of commercial banks.The development of Internet technology is increasingly mature, and widely used in various fields, commercial banks can rely on Internet technology to develop intelligent network points, online services and other new service models; at the same time, can also use modern information technology to simplify their business processes, improve service speed and reduce human service costs.However, the rapid development of interconnected finance also brings pressure to the development of traditional commercial banks, which must upgrade products, operation mode, risk management and other on.

External threat analysis

The threat to organizational development is related to its external factors.The play of enterprises will be affected by market competition. If new products, or new competitors, appear in the market, then it is a threat to enterprises.When the market environment changes and the national policy changes, it will also pose external threats to enterprises.Companies need to establish effective mechanisms to deal with threats.CY Bank faces the external environment:

The brain drain is serious.

With the development, the competition degree of the banking industry continues to increase, which improves the liquidity of the personnel in the industry. The loss of excellent employees is almost a problem faced by all major commercial banks.The loss of credit business personnel is easy to cause the leakage of customer information, the loss of customer resources, and even lead to the bank need to carry out credit capital reset work.After analyzing the reasons for the high turnover rate of CY Bank employees, I found that it was mainly caused by the imperfect salary system and not smooth promotion channels.

Enterprises operating difficult, asset quality decline.

Now, China's social and economic development into the new normal period, economic development speed is declining, the development of many traditional industries, have entered the bottleneck period, especially small and medium-sized enterprises, because of its own weak, weak risk resistance, asset liquidity, their own repayment risk increase, Banks in the process of risk management, if do not pay attention to the risk disposal, it is easy to cause the accumulation of non-performing loans, affect the quality of bank assets, finally bring risk and loss to the bank.

Literatures Review

Through a large number of domestic and foreign literature, it can be seen that foreign scholars and domestic scholars have different priorities on the marketing research direction of commercial banks. Domestic scholars pay attention to the research of large commercial banks, while foreign scholars focus on the research of channels, systems and brand establishment of commercial banks.None of them pay much attention to the marketing research of small and medium-sized commercial banks.

For the research of commercial bank credit, scholars at home and abroad have adopted the current popular 4ps marketing portfolio service strategy, active STP strategy analysis and SWOT analysis in the marketing strategy research.With the rapid development of The Times and the changing of financial environment, the focus of domestic marketing strategy has gradually shifted to analyze the marketing strategy of commercial banks.However, little research is done on the marketing strategy of personal credit business, especially on the personal credit business of local commercial banks.Foreign researchers study the marketing strategy of local bank credit business only for micro and small enterprises, and not for personal credit business.Therefore, this paper successfully studies the marketing strategy of the credit industry at home and abroad, and for micro-small enterprises, and optimizes the personal credit business marketing strategy of commercial banks.It has enriched the research in the field of personal credit business marketing strategy of local commercial banks in China, and provides a value reference for other local commercial banks.

Research Methodology

This paper mainly adopts two methods, namely, literature research method and environmental analysis method:Here is a brief introduction of the two methods.

Literature research method

Through the study of commercial bank marketing and credit business marketing literature at home and abroad, the key contents and marketing methods of the current research stage are summarized.Develop the key direction for optimizing the marketing strategy of the credit business of Bank.

Environmental analysis method

This paper uses SWOT analysis of analyze its internal advantages and disadvantages, external opportunities and threats.It analyzes the competition and market development opportunities of commercial banks and provides guidance for their future marketing strategies.

Finding and Concusion

With the progress of information age science and technology, the Internet finance has been called the core of the future financial industry marketing channels, the traditional financial industry should gradually to its transformation, such as commercial Banks should put the entity network development, transfer to the development of online financial business, in the solid entity offline credit business at the same time, open up a new online financial service platform.

Credit business market has gradually shifted its focus to personal credit business. Most of the online financial industries are also aimed at personal financial services, which requires credit products to remain innovative, develop personalized services and can create personal credit products suitable for different groups of people.Measure the finished product while designing personalized products.

After optimizing the personal credit marketing strategy of bank, also needs to strengthen the marketing management. Good marketing strategy is an effective way to make the market sales of credit products, and perfect marketing management is the effective guarantee for the operation of commercial banks.

Credit business is inevitably accompanied by legal risks, especially the development of personal credit business, which requires credit business managers to have a high legal knowledge reserve, which can greatly strengthen risk management.

Recommendation

Through the analysis of this paper, it is suggested that the following two aspects should be noted in the future marketing of commercial banking credit business.

The online financial business of Internet finance is still bringing an opportunity for major transformation to commercial banks. People ask for credit services and pay more attention to speed and convenience.

The competition between commercial banks is gradually increasing, especially the local commercial banks are facing a unified merger, and the physical branches between banks need to be transformed. In the face of the upcoming network merger policy, how to deal with the transformation of their own business should be necessary to put forward corresponding development countermeasures.

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Comparative Analysis of the Competitive Advantages of New Energy Vehicles: The case of BYD

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Abstract

In recent years, problems such as energy shortages and air pollution have become increasingly prominent. Many countries, especially developed countries such as countries in Europe and the United States, have taken new energy vehicles as their country's strategic industry. At the same time, in recent years, China's manufacturing industry has been vigorously promoted by supply-side structural reforms, and has gradually shifted to high-quality development. Promoting the transformation, upgrading and innovation of the manufacturing industry has become a consensus across the country. The exhaust emissions of traditional fuel vehicles will cause the greenhouse effect and air pollution, and due to the non-circulation of fossil fuels, the problem of insufficient energy supply has become increasingly prominent. Moreover, China's policy of restricting lines and numbers has been implemented for many years, but the effect has only been " address the symptoms, not the cause". The emergence of new energy vehicles, especially pure electric vehicles, can achieve the "three noes" standards of zero pollution, zero emissions, and zero noise. Governments all hope to use new energy vehicles to alleviate air pollution and energy shortages and realize the sustainability of their economies. China's new energy vehicle industry has been recognized by the country as one of the seven strategic emerging industries. Since its development, it has been strongly supported by the government. Although China's new energy vehicle industry has made good progress at this stage, there is still a certain gap between China and the developed countries in the overall development level of the new energy vehicle industry. BYD Co, Ltd. (BYD), as a leader in China's new energy vehicle industry, has not only achieved good results in China, but also has a certain share in foreign markets.

This article mainly elaborates the analysis and comparison of the competitive strategy background and significance of BYD's new energy vehicles, reviews the domestic and foreign theoretical research and provides a theoretical basis for the next step of the strategic research content of BYD's new energy vehicles. At the same time, the popularity of new energy vehicles in our country is also getting higher and higher at the present stage. BYD, as the leading enterprise of new energy vehicles, naturally receives a very high degree of attention, so the research on the competitive strategy of BYD's new energy vehicles in a sense can also let more

people know about BYD and its competitive advantages with other car companies. in order to purchase new energy vehicles in a more targeted choice, to avoid blindly following the trend and fundamentally promote the sales of BYD Auto. The article uses the PEST analysis method to analyze the competition environment of pure electric vehicles in new energy vehicles and the Porter's five forces model to analyze the competitive structure of the new energy vehicle industry and analyzes the main competitors. In addition, this article also analyzes the internal environment of BYD's new energy vehicles and the general situation and problems of its competitive strategy. It expounds the evaluation and selection of BYD's new energy vehicles' competitive strategy and uses the SWOT analysis method to analyze its advantages, disadvantages, opportunities and threats, so as to evaluate and choose the new energy vehicles' competitive strategy.

Keywords: BYD, new energy vehicles, Competitive advantages.

Introduction

Research Background

With the increasingly tight supply of traditional energy sources and severe exhaust emissions from traditional fuel vehicles, it is an inevitable trend that new energy vehicles will replace traditional fuel vehicles. The new energy vehicle industry has been positioned as a strategic emerging industry by various countries, and the development of the new energy vehicle industry of the United States, Japan, the countries in European Union and other developed countries has been at the forefront of the world. Their development of the new energy vehicle industry started R&D relatively early, and not only their R&D technology level is advanced, but also a mature R&D system has been formed.

New energy vehicle industry is one of the strategic emerging industries. General Secretary Xi Jinping pointed out that the development of new energy vehicles is the only way for China to move from a major vehicle country to a powerful vehicle country. As a country with a large population, environmental pollution and sustainable development are urgent issues for our country. The report of the 19th National Congress of the Communist Party of China clearly pointed out that in the future, to achieve harmony between man and nature and build a beautiful and green China, we must vigorously solve environmental problems and focus on the development of clean energy industry.

China's current research on new energy vehicles is relatively late. The technology is not mature or complete, and the market positioning is mostly low-end. Generally speaking, the development of China's entire new energy vehicle industry is not as advanced as that of other developed countries. China's core technology of new energy vehicles and vehicle development are still not mature enough to fully meet the needs of the domestic and international markets. However, relying on the domestic market and resource advantages, China has achieved certain advantages in new energy vehicles. As a leader in China's new energy vehicle industry, BYD has a relatively high market share and has a certain market share in both domestic and foreign markets. According to the sales ranking of new energy vehicle companies in August 2021, BYD's sales have surpassed Tesla. The development momentum of BYD is rapid, the internal driving force is full, and the prospects are broad, which is of great research significance.

Research Problems

The research problems of this article is to make a more comprehensive explanation and analysis of new energy vehicles, take BYD new energy vehicles as the main research object to conduct concrete analysis, and comprehensively compare the main competitors at home and abroad. It uses SWOT analysis to analyze opportunities, threats, advantages and disadvantages from the external environment of the industry and the internal situation of the company, so as to establish its accurate market positioning and future development prospects.

Objective of the study

With the continuous development of China's economy and the continuous enhancement of comprehensive strength, the scientific development concept of comprehensive, coordinated, and sustainable development has penetrated into all walks of life, and the concept of green and environmental protection has also been paid more and more attention. Nowadays, the topic of new energy vehicles is always mentioned by everyone. Therefore, the research on new energy vehicles has become a hot topic, too. At present, the new energy vehicles' high energy rate of new energy vehicles and the ability to get rid of oil dependence let it to be a strategic measure to ensure national energy security. The development of new energy vehicles is an effective way to reduce vehicle emissions and pollution. In addition, the development of new energy vehicles is the best choice for cultivating new economic growth points and new industries in the post-financial crisis era.

Therefore, new energy vehicles have great research value. The main purpose of this article is to use BYD as an example to analyze the current development and prospects of new energy vehicles in China, as well as BYD's competitive advantage analysis, so as to provide BYD's market positioning and development. At present, there are not many domestic and foreign related literatures on this kind of research, so this is the main purpose of this research. It is hoped that through the research, we can choose the most suitable competitive strategy based on our own actual situation to improve the core competitiveness of the enterprise and formulate a good long-term plan for ourselves.

Scope of the study

The research scope is focusing on the development status, development prospects, macro environment of new energy vehicles, as well as the internal and external environment of BYD and using strategic management and competitive strategies to conduct comprehensive and multi-angle research.

Research Significance

Practical significance of the research

With the continuous changes in politics, economy, and market environment, the impact of new energy vehicles on traditional fuel vehicles is increasing. It is of great significance to systematically and comprehensively study and analyze the development strategy of BYD's new energy vehicles.

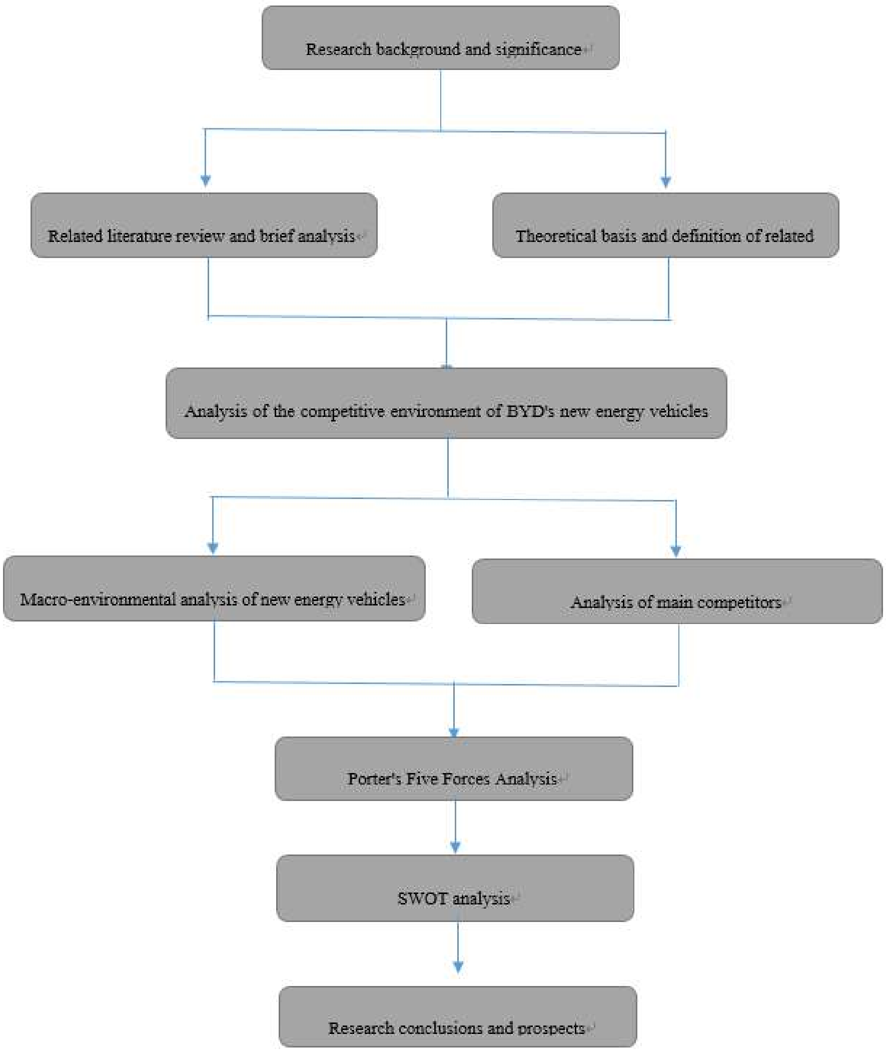
From a social perspective, energy scarcity and environmental pollution problems will plague the development of the vehicle industry for a long time. Major vehicle manufacturing powers in the world have formulated national strategies, increased policy support, formed technical research and development teams, and vigorously promoted the development of the new energy vehicle industry. For China, the development of the new energy vehicle industry is conducive to reducing dependence on oil imports, effectively alleviating the negative impact of energy shortages, and ensuring national energy security; it is conducive to promoting China's transformation from a major vehicle country to a powerful vehicle country, and promoting the technology of the vehicle industry to achieve leapfrog development at the level, and to achieve overtaking in new technical fields; it is conducive to reducing the emission of atmospheric pollutants such as carbon monoxide, hydrocarbons, and nitrogen oxides, and accelerating the realization of a sustainable natural ecological environment.

From an industry perspective, the world's major auto companies are facing the pressure of transformation and upgrading, especially the escalating competition in the field of new energy vehicles. Customizing new energy vehicle development strategies for traditional auto companies like BYD Group can not only provide direction for the transformation and upgrading of traditional auto companies, but also drive the development of core component industries such as motors, electronic controls, and batteries, promote the continuous upgrading of new energy technologies, and realize the continuous upgrading of the new energy vehicle industry chain, thereby promoting the overall new energy vehicle industry in China.

Academic value of the research

At present, competition in the vehicle industry is becoming more and more fierce. How to take the lead in future competition, establish advantages, and promote the transformation and upgrading of the vehicle industry is an urgent problem for vehicle companies. Academically, the current research on new energy vehicles is mostly based on the research status, R&D technology, and development mode of new energy vehicles. There are relatively few analytical documents on the competitive advantages of new energy vehicle companies. This article will conduct a comprehensive analysis of the internal and external environment, competitive advantages, and development strategies from BYD's new energy vehicles. It is believed that it can provide some useful references for similar new energy vehicle companies in their future development practices.

Theoretical framework



In the process of researching the competitive advantages of new energy vehicles, this article, based on the results of the related topics of the predecessors, pays attention to the policy trends of local governments on new energy vehicles, analyzes and studies the development status and development prospects of strategic emerging industries, and in-depth analyze the factors that affect their development making use of BYD's new Energy vehicles are the empirical object. Also, this article selects the indicator system from the aspects of scientific research innovation, market demand, risk, and policy support, and uses Porter's five forces analysis, SWOT analysis and other methods to comprehensively analyze the development potential and competitive advantages of new energy vehicles.

The key points of this article are:

1. Give a comprehensive introduction to new energy vehicles and the practical significance of related strategic management and competitive strategies.

2. A comprehensive analysis of the competitive environment of BYD's new energy vehicles from both macro and micro aspects.

3. Analyze the internal environment of BYD's new energy vehicles, such as its own technical, manufacturing and marketing capabilities.

4. Use the SWOT analysis method to make multi-dimensional research to formulate the development strategy and selection of BYD Auto.

The focus of this research is Chapter Three, Chapter Four and Chapter Five. The third chapter analyzes the current international and domestic, especially our country's latest developments and policy orientations of new energy vehicles, which is based on the literature read, so as to straighten out the current conceptual environment of new energy vehicle systems, and then follow up with a comprehensive analysis of the two main competitors of BYD companies, Tesla and BAIC Group. At last, it creates a competitive advantage for BYD's new energy vehicles. After talking about the external environment, Chapter 4 focuses on systematic analysis of BYD itself to extract its core competitiveness more intuitively. The fifth chapter is to process the data according to the indicators determined in the previous chapter, conduct empirical research on the research problem and establish its development strategy and direction selection.

This article is divided into six parts. The first part is the introduction, mainly including the writing background of this article, the meaning and purpose of writing this article under this background, as well as the research methods and main research content of the article. The second part is theoretical research. Through literature research on competitive advantage at home and abroad, it provides a theoretical basis for the analysis later in this article. The third part is the analysis of the competitive environment of BYD's new energy vehicles. This part mainly includes the analysis of the macro environment of new energy vehicles, the analysis of main competitors, and compares them with Tesla's new energy vehicles and BAIC's new energy vehicles. The fourth part is about the internal environment analysis of BYD's new energy vehicles. This part mainly introduces the BYD and analyzes its capabilities. Finally, it analyzes the BYD new energy vehicle's competitive strategy and existing problems in detail. The fifth part is the formulation and selection of the development strategy. It firstly uses the SWOT analysis method to analyze BYD's advantages, disadvantages, opportunities, and threats, and choose the development strategy to conduct research and suggestions on the future development direction of BYD. Finally, the sixth part is to make a summary and outlook on the research of BYD's new energy vehicles.

Based on the previous analysis, summarize the development status of China's new energy vehicle industry and the competitive advantages of BYD's new energy vehicles and make a plan for future development.

Literatures Review

Related research abroad

Regarding the concept of competitive advantage, different scholars have put forward different definitions due to different research perspectives. Ma (2000) believes that competitive advantage is the profitability of a company that exceeds the average level of the industry during competition.

On the theory of competitive advantage: According to the development context, the theory of competitive advantage is divided into the exogenous theory of competitive advantage, the endogenous theory of competitive advantage, and the theory of dynamic capability. Porter introduced Bain's paradigm into the strategic field and proposed the Porter Five Forces Model. He believes that competitive analysis is the analysis of market structure, and the exogenous theory of competitive advantage studies the competitive advantage of a company entirely from the external market environment of the company. However, this view cannot explain the problem of different profits among enterprises in the same industry. Therefore, this view has been questioned by many scholars, from which the endogenous theory of competitive advantage is developed. Amit and Schoemaker (1993) pointed out that the resources of an enterprise are the elements owned and for use by the enterprise, and the ability of the enterprise is the behavior that acts on the resources and can allocate resources. Makadok (2014) believes that resources and capabilities are different. The ability of an enterprise can only be cultivated by itself without trading and can be used to improve resource utilization, which is rooted in the dedicated resources within the enterprise. Teece and Pisano (1997) proposed the concept of dynamic capabilities to explain the problems that endogeneity cannot solve. Katkalo and Pitelis and Teece (2010) explained how companies continue to maintain their competitive advantage in a changing environment.

Research on the new energy vehicle industry: Foreign research scholars mainly focus on technology research and development, industrial development, and policies. Regarding competition, they also focus on the competitiveness of the vehicle industry and rarely involve the competitive advantages of new energy vehicle companies.

Related domestic research

Domestic scholars' research on competitive advantage mainly analyzes from the following aspects: from the concept related to competitive advantage, Chinese scholars Zhou Xiaodong and Xiang Baohua (2003) put forward the conceptual analysis framework of competitive advantage by analyzing the viewpoints of competitive advantage. They believe that competitive advantage is a combination of factors such as cost, service, and quality. Competitive advantage is the market performance of a company's competitiveness, and resources and capabilities are the intrinsic attributes of competitiveness.

From the theory of competitive advantage, for example, Yu Guangsheng (2002) explored the source of competitive advantage, discussed the endogenous theory and exogenous theory of competitive advantage, and concluded that competitive advantage is neither exogenous by market structure factors nor corporate resources and capabilities. He believes competitive advantage stems from the knowledge of the enterprise.
Based on the influencing factors of competitive advantage, Shi Liping and Liu Qiang (2014) studied the influence of knowledge innovation on the competitive advantage of enterprises and concluded that knowledge innovation has a positive effect on the competitive advantage of enterprises. Zhao Hongmei and Wang Hongqi (2013) constructed a model between the scale of R&D alliance network and the competitive advantages of high-tech enterprises. Taking high-tech enterprises as R&D objects, they concluded that R&D alliances contribute to the improvement of corporate competitive advantages.

Through the above analysis, it is found that domestic scholars' analysis of competitive advantage mostly focuses on the definition of the concept of competitive advantage and the research on the theoretical basis. There are fewer documents analyzing the competitive advantages of individual specific companies. Also, research on new energy vehicles is mostly based on analysis at the industry level, or analysis of the development model and development strategy of a single company, and there is very little analysis of the competitive advantages of new energy vehicle companies.

Research Methodology

Based on strategic management theories and methods, this article mainly adopts the following research methods:

1. Document analysis method: This article collects, sorts, reads, and researches BYD's new energy vehicle competitive strategy through libraries and network databases, combined with management, strategic management and other related theories.

2. Environmental analysis method: By fully analyzing and evaluating the competitive environment in which new energy vehicles are located, this article helps them to find market opportunities and threats, and provide guidance for the formulation and implementation of their strategies.

3. The method of combining theory and practice: Paying attention to combining the domestic and foreign economic situation and the current situation of the new energy vehicle industry and taking the representative BYD as an example, this article proposed solutions to problems through diagnosis and researched results with scientific and practical significance.

Finding and Conclusion

Through the analysis and research on BYD's competitive strategy, the following conclusions are drawn: First of all, the industrial environment for new energy vehicles is fiercely competitive, which is not only reflected in the competition in the same industry, but also in the competition between traditional vehicles and new energy vehicles, and even shared vehicles. In addition, competition is reflected in the advancement of product prices and product technologies. Therefore, new energy vehicle companies need to pay attention to cost control and technology research and development. Secondly, China's new energy vehicle industry has strong market demand, rich lithium resources, strong government support and other advantages. However, there are still certain shortcomings in the research and development technology and the supporting infrastructure of new energy vehicles. Third, the competitive advantages of BYD's new energy vehicles mainly include its huge resource advantages, powerful capabilities and industrial chain integration advantages. Finally, the shortcomings of BYD's new energy vehicles are that its investment in technology research and development is not high, the level of technology research and development is not yet mature, and its customers are too concentrated in China and few from foreign countries. Moreover, the investment in advertising costs is relatively small compared to that of large international companies.

Recommendation

First of all, the government should strengthen its supporting and guiding role, improve infrastructure, and relieve buyers of new energy vehicles from worries. Second, strengthen the training of talents. The new energy vehicle industry is a high-tech industry that requires a high level of research and development to support it, so it requires continuous training of professional talents. Third, continue to increase investment in research and development. The new energy vehicle industry is a high-tech industry, and the current level of technology research and development is not enough, mainly reflected in the problems of long charging time and short cruising range of new energy vehicles. By comparison with Tesla's new energy vehicles, it is found that BYD's new energy vehicles' R&D expenses are not high, and the patent intensity index of R&D is only slightly ahead of other brands. Facing the fierce competition in the new energy vehicle industry, it should know that only by increasing its R&D strength and improving its technological advantages can BYD's new energy vehicles continue to develop and progress and occupy a larger market share in the global new energy vehicle market. Fourth, expand international marketing channels, do more brand promotion, and seize international market share.

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Study on how to integrate fine management and harmonious management into the daily comprehensive management of the hotel office – A case study of InterContinental Kunming

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Abstract

Nowadays, all sorts of hotels such as chain hotels, theme hotels, home stay, etc., spring up one after another, which provide people with a wide variety of choices for accommodation when they are away from home. If a hotel wants to be developed in a long-term and stable way, it must improve its ability in hotel office management, coordinate the relationship between employees, and be meticulous towards work, so as to make all staff create more economic benefits for the hotel. This paper mainly expounds the main responsibilities and functions of the hotel office, finds out the problems existing in the daily comprehensive management of the hotel office, and provides some reasonable suggestions on these problems, so that the hotel can obtain more economic benefits through the improvement of harmonious management and fine management.

Keywords: office, harmonious management on hotel office, fine management on hotel office

Introduction

Research background

Today's society is a harmonious society, with harmonious coexistence of human beings in all aspects. For example, the harmonious humanistic environment, harmonious working environment, harmonious interpersonal relationship and so on, are all important elements of building a harmonious society. The harmonious development of society cannot be achieved without the support from all walks of life. All walks of life have organizations or companies and enterprises as their own representatives. Therefore, the harmony within various organizations, companies or enterprises has naturally become the focus of building a harmonious society. However, it is not easy to build a harmonious enterprise, which needs a fair competition environment, a democratic working environment, harmonious interpersonal relations, a sound management system, a well functioning working mechanism, and even the support of high-standard corporate culture.

Office is an indispensable part of any organization, institution, company or enterprise. All organizations, institutions and enterprises have offices with different attributes and functions. For example, there are all kinds of offices responsible for different government affairs in government institutions, and all kinds of departments responsible for different businesses in companies or enterprises. It is not so simple on how to successfully integrate "harmony" into the management of the office or department, but it is an essential part in the daily management work at the same time. Office harmonious management not only integrates the core competence expansion of strategic development, but also the concentrated embodiment of core competitiveness. Therefore, it appears especially important regarding how to manage an office well and make the employees in the office get along harmoniously.

As the social economy constantly develops and people's living standards continue to improve, there are more and more opportunities to go out for work or travel in spare time, and the service industry also develops accordingly. Among the service industry, the hotel industry is the most competitive and fastest growing industry. The competition between hotels is becoming increasingly fierce and the sound comprehensive management of the hotel office is an effective channel to improve the competitiveness of the hotel.

The main functions of the hotel office include consultation, coordination, assistance and supervision. The staff should do well in their own positions and coordinate all departments within the hotel to ensure the normal operation of the hotel. In order to effectively improve the comprehensive management level and working ability of the hotel office, the staff engaged in the hotel office management are required to have high sensitivity, accurate foresight and coordination ability, with rich working experience and control ability for high-standard details as well, otherwise it will affect the normal operation of the hotel and economic benefits of the hotel will be reduced as a result.

Research Problems

1. How does the hotel office integrate fine management and harmonious management into the work of hotel management.

2. Put forward comments and suggestions on the existing problems encountered in the process of comprehensive management for the hotel office, so as to make the work for the hotel office management better in the future, and improve the competitiveness of the hotel with more benefits.

Objectives of the study

How to better integrate harmonious management into hotel office management, and analyze the feasibility of harmonious management in the process of hotel office management based on the prominent problems existing in the hotel office management, which is a complex problem. It's necessary to apply harmonious management to the hotel office management based on the actual situation of the hotel, so as to make the office management more standardized, scientific and refined. Also, fine management is also integrated into harmonious management, which not only ensures the requirements for meticulous work, but also meets the significance of harmonious management. In the daily management of the hotel office, "team" is a very important existence. If there is a clear division of labor between teams with meticulous work and high degree of work completion, it will naturally meet the requirements of harmonious management. It not only improves the core competence of the hotel office, but also promote the core competitiveness of the hotel by making harmonious management integrated into the daily management of the hotel office.

As we all know that the devil is in the details. Meticulous work is required for all hotels in the process of daily management. So, fine management is of great significance and far-reaching impact on the development of the enterprise. With the further development of reform and opening up, the market economy inevitably becomes complex due to the diversification and multi-level performance of economic components behind the high prosperity, which urges all enterprises in modern society to actively reverse the traditional extensive development model and competition view, and they are increasingly aware of the importance of detail competition. The so-called detail competition is the fine management in a broad sense. It is mainly reflected in the ideological level, system level and cultural level regarding how to realize fine management in office administration.

This research discusses how to realize the fine management of the hotel office and how to promote the harmonious management of the office, so as to improve the internal management quality of the hotel and bring more economic benefits to the hotel through these two aspects.

Scope of The Study

InterContenental Kunming office. InterContenental Kunming is a famous brand under the well-known international hotel group, The brand hotels of the hotel group are all over the world. InterContenental Kunming is a relatively high-end hotel in Yunnan province, hotel guests are high-quality guests. Therefor, it is very important for the hotel office to use some new management methods to improve the efficiency of the daily comprehensive management of the hotel office, so as to better enhance the competitiveness of the hotel.

Research Significance

This study not only makes the hotel office more harmoniously involved in the strategic development of the whole hotel, but also effectively improves the management efficiency of the hotel office through standardizing the rules in some aspects, such as management, system, culture, etc., on the basis of realizing the harmonious development of the hotel.

The hotel office is the hub of the whole hotel management team, which is responsible for coordinating the daily work of various departments of the hotel to ensure the normal operation of the hotel. At the same time, it is also the information center, consultation center, service center, command center and operation center of the hotel. As the hotel office plays an important role in the normal operation of the hotel, it's necessary to formulate some effective strategies to achieve the goal of refining the work and promoting the harmony between each department of the hotel. The hotel office is the lubricating oil for the daily management of the hotel. Only by constantly improving the quality of the lubricating oil, can the lubricating oil better improve the operation of the hotel. If the hotel office does not work smoothly for a long time, and the staff make use of each other or suspect each other without solidarity, it will easily lead to the failure of long-term and stable development of the hotel.

The hotel office also needs to formulate the quarterly business objectives of the hotel, well know the latest information of the hotel and coordinate the work of each department. In addition, the hotel office should also do a good job in hotel culture and hold some internal cultural activities, so as to increase the hotel staff's sense of belonging and encourage them to work harder. To meet the requirements of the above points, the hotel office is required to consider as many aspects as possible in the daily work, make every work meticulous, and promote all departments to perform their own duties and work together at the same time. The purpose of long-term and stable operation of the hotel can be achieved by improving the comprehensive management level of the hotel office.

Theoretical framework

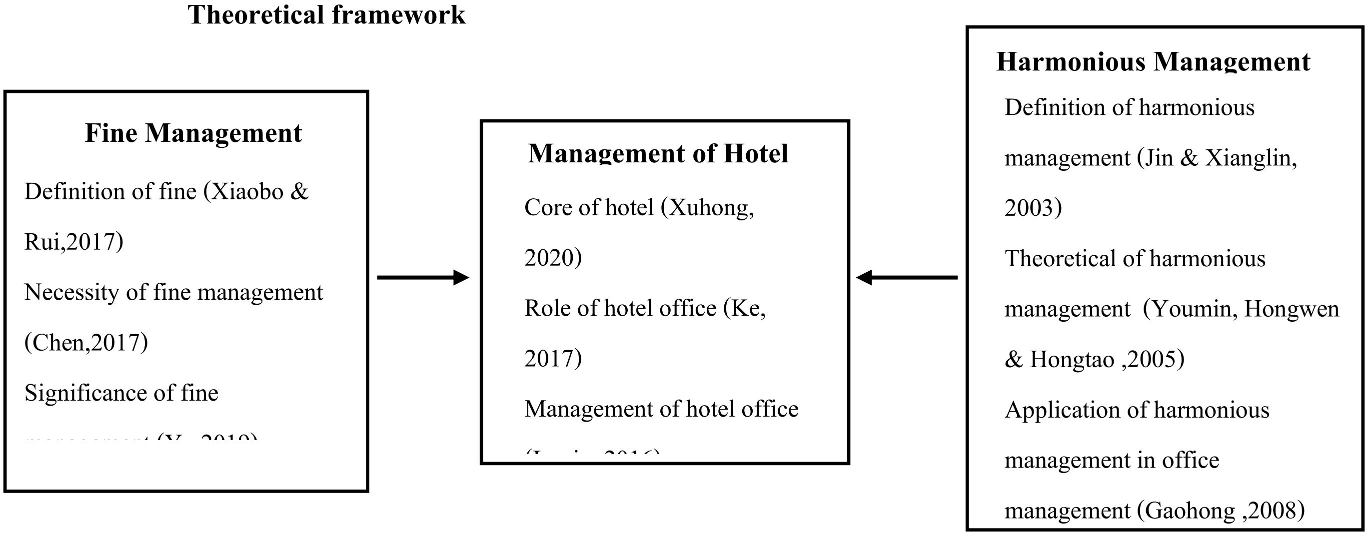

Figure 1: Model used as a guideline for this research

Literature review Office

Office is a highly comprehensive service department with three characteristics as follows: office management is of strong overall nature; office management has strong coordination; office management has strong service (Jie, 2013).

Harmonious management

The meaning of the words "harmonious management", in a broad sense refers to that "in an enterprise office, people get along in harmony, departments cooperate with each other, people and enterprises are interdependent, and the enterprise smoothly connects with the external environment, so as to form a good working atmosphere in the end " (Jin & Xianglin, 2003). Harmonious management is mainly reflected in two aspects: firstly, harmonious, friendly, healthy and upward interpersonal relationship. The main body of all offices is people. To obtain a real harmonious state and atmosphere in the office, the most important thing is to respect, understand and support each other when people get along with each other in daily life. On this basis, the office teams can well cooperate with and promote each other, so that the standard of harmony can be really achieved. Secondly, efficient, standardized and orderly working mechanism. The working mechanism includes scientific and practical rules and regulations and complete incentive mechanism. In the office, only with the restriction of scientific and reasonable rules and regulations on employees, and appropriate rewards offered when tasks are completed, can employees feel free but disciplined in the whole working environment, and be unwilling to do the work well (Jin & Xianglin, 2003).

Harmonious management theory is the development and application of harmonious theory in the field of management. The original meaning of harmony theory refers to forming a harmonious state in each subsystem, so as to achieve the purpose of overall harmony. The main target of harmonious management is to provide problem solutions by means of optimization and scientific management based on the theme of harmony in order to achieve the organization's objectives in a changing environment. The theme of harmony refers to the core organizational problem arising from the interaction between human and material elements in a specific environment (Youmin, Hongwen & Hongtao, 2005).

Enterprises need to pay attention to methods and scientificity in the process of realizing harmonious management. No matter what kind of management method adopted, "people" is the most important carrier. Only by using reasonable and correct management methods, can employees recognize the enterprise culture and the enterprise management system (Meihao, 2007).

Harmonious management in the management of enterprise offices is not only necessary to build a harmonious society, but also the need of the enterprise's own development. Office harmony relates to the enterprise management level of enterprise harmonious office, and affects the enterprise management level to a certain extent (Yan, 2009). Office harmonious management is an important means to improve office management level and office management efficiency. Therefore, in the whole process of harmonious management, the human nature, cultural nature, standardization and scientificity should be focused (Gaohong, 2008).

Fine management

It's necessary to integrate refinement into office administration, the first need to clearly understand what refinement is. "Refinement" is a new enterprise management form with accurate organization, meticulous service means, in-depth management mode and standardized and scientific evaluation system as the main components. In short, the main point of fine management is to emphasize detailed planning, standardized organization, in-depth leadership and precise control (Xiaobo & Rui, 2017). Fine management is a concept and a culture with the four characteristics as follows: emphasize data and accuracy; emphasize continuous improvement and make management process complete; emphasize people-centered, and bring their potential into full play; emphasize innovation (Lei & Guoying, 2013).

Fine management is different from the traditional management mode, and fine management is a brand new management mode. The refinement of office administration work can promote the whole office management to be completed with a higher degree, and ensure the work is in-depth and refined when the enterprise implementing various rules and regulations, especially for the division of various administrative work tasks in the enterprise office, which can better meet various work needs and improve the service quality of the administrative department through fine management (Jie, 2021).

It necessary to refine office management. Efficient office management is to keep the unimpeded transmission of information, cooperate with each other smoothly, and realize efficient collaboration. Fine management defines different post responsibilities, which avoids disharmony between each employee due to unclear job responsibilities. Also, fine management can also promote the improvement of hotel culture and the efficiency of management (Chen, 2017).

The refinement of office comprehensive management has three practical significance: the first is to strengthen internal communication in the office; the second is to standardize the daily behavior of employees; the third is to effectively improve the operation efficiency of the office. The work of the office in any enterprise is fragmented and complex. Only by strengthening fine management, can the comprehensive management level of the office be continuously improved, so as to make the office management develop effectively (Yu, 2019).

Management of hotel office

Hotel office is a functional department to assist the hotel senior management in handling daily work, including all kinds of comprehensive work such as coordination, secretarial work, confidential information, data, research, safe production, etc. The hotel office is the breakthrough to open the comprehensive management of the hotel. Only by improving the comprehensive management ability of the office, can its management level, service quality, economic indicators, customer satisfaction and employee happiness index be effectively improved as well (Ke, 2017).

People is the core service objects of the hotel industry. In the process of providing services to "people", some other supporting products will be provided accordingly, which requires the hotel managers and service people to have high comprehensive quality, so that they can provide customers with high-level hotel services. In addition, the internal and external environment of the hotel industry changes rapidly, which requires hotel senior managers to constantly explore new management modes suitable for the hotel to meet the competitive market demand (Xuhong, 2020).

If a hotel wants its employees to be active in the hotel work, it not only needs to offer a reasonable salary, but also provide a comfortable working environment, and the superiors and subordinates can get along in harmony, so that the hotel employees can work better and harder in this way. Hotel employees are the creators of hotel interests. The attitude of hotel staff will affect the operation of the hotel. Only by ensuring a good working environment for the hotel staff with complete rules and regulations, can employees create more revenue for the hotel (Luqin, 2016) .

Research Methodology

The research method adopted in this article is the qualitative research method, which is a common research method. Focus group, in-depth interview, content analysis, ethnology, evaluation and semiotics are the most commonly used methods. However, the most basic form of qualitative research involves the analysis of any unstructured data, including open survey responses, literature review, interviews, recordings, videos, pictures, social media and web materials. Qualitative research is applicable to the cases that cannot accurately display the survey results with figures. Interview survey method is the most frequently used method, which mainly refers to obtaining complete, comprehensive and real information through the dialogues between the researchers and respondents. There is a remarkable feature of qualitative research method that as the most important research tool, researchers should get deeply involved in the investigation.

Through interviews with two respondents from InterContinental Kunming, obtained that the office of InterContinental Kunming management is chaotic and low work efficiency. During the whole management process, unclear division of labor between human resource department and hotel office. Such as management of employee attendance and regular business training etc. are belong to the human resource department, sometimes office gets involved; on the contrary, office responsible for communicating with various departments and coordinating internal and external affairs, sometimes the human resource department gets involved, it is leads to unclear division of labor between this two departments, unable to achieve fine management. In some specific time, for example, some staff activities and league constructions etc. are held in the hotel, it is needs cooperation together between hotel office and human resource department, however, due to different opinions, both sides completed their work respectively, employee who come from these two departments, lack of emphasis on teamwork, it is seriously affect the internal harmony of the hotel. The above aspects are the main reasons for the chaos of the InterContinental Kunming office.

Findings and Conclusions

Office is positioned as a comprehensive management department in all organizations or companies, which is a specific affair processing department, in an important position of connecting the preceding and the following, contacting the left and right, coordinating the internal and external and communicating with all parties. Therefore, the work of the office is more service-oriented and company-focused, serving all aspects of the whole company, which also makes the office occupy a special position in the whole company, with heavy and fine work and great responsibility. In daily management, the office work is particularly required to stress on details and we can't risk big things for the sake of small ones.

In the hotel management, they are not only important elements to realize the harmonious management of the hotel office, but also the main functions of the office to coordinate the relationship between various departments, promote the exchange of information, strengthen the internal cohesion of the enterprise and create a good working atmosphere. However, as far as the current situation is concerned, many hotels pay less attention to the office, resulting in the low status of the office, which is always inferior to the front-line departments, such as reception department, sales department, etc. Generally, these front-line departments are regarded as the place to create revenue for the hotel in people's consciousness, and their cognition of the office only stays on the impression that the office is a department engaged in the simplest daily management work, which increases the difficulty of office work, leading to the decline of the overall comprehensive management level of the hotel without the overall situation in mind. This situation can easily cause some problems:

1. Unreasonable distribution of people, resources and materials. In terms of personnel allocation in various departments of the hotel, most of the elite staff are allocated to the front-line departments, while most of the employees engaged in office management are not professional, which results in unclear division of office responsibilities. Even, many hotels today do not have a specific "office" department. Almost all the office work are taken by staff from other departments. Most of the staff come from the Admin and HR departments of the hotel. Such practice is not conducive to the refinement of the hotel's work and achieving a harmonious management state.

2. The staff are unable to effectively deal with emergencies due to lack of work experience. Because there is no specific "office" in the current hotels to take charge for comprehensive management, and the relevant work in this aspect is concurrently held by the staff from the Admin and HR departments, with the situation that one person has multiple positions. Without professional office staff, things cannot be handled effectively and professionally with guarantee although they may be timely accepted when emergency occurs.

3. The comprehensive management system of the hotel office is not complete. This is a common phenomenon. Most of the hotel offices have low status, and even there is no "office" department, which leads to incomplete comprehensive management system of the hotel. Because there is no office, the measures taken by the senior management of the hotel will be inevitably not so meticulous and scientific, and they fail to coordinate the employees well to make the work fine. The imperfection of the comprehensive management system is also easy to cause contradictions among employees, which is not conducive to the harmony of the whole hotel management team.

However, in hotels that have set up "offices", there are also some problems in the comprehensive management:

1. The hotel management is carried out in a vacuum. Without the professional hotel office management methods, many managers engaged in this work will mechanically copy the existing management theories and methods, rather than formulate a set of office management regulations in line with the hotel based on the hotel's own situation. Although China has had theoretical knowledge related to office management since ancient times, the systematic study of management began in modern times. In addition, most managers engaged in hotel management just learn common management related theories during their study, but not to specifically study the knowledge related to hotel management. Therefore, many hotel managers lack professional hotel management awareness. Even in some traditional hotels, the management level of the hotel is very backward. Some hotel managers blindly set some goals without considering the

actual situation of the hotel in order to show off their management talents, leading to the failure of all departments in the hotel to achieve the objectives as scheduled, which causes a waste of a lot of human resources and time. There is no any help to achieve the harmonious management in the hotel, and is also not conducive to the development of the hotel.

2. Lack of efficient information transmission. Now, in the process of comprehensive management, many hotel offices often fail to transmit information in time or even convey wrong information. When the office carries out daily management, many information and materials need to be transmitted from above, which needs to be conveyed level by level. However, because the transmission process will take a long time, the best time for processing will probably be missed. It is a common case in large hotels, because there are many large hotel departments and many subordinates, which requires the hotel office to do well in coordination and accurately, carefully and efficiently transfer the information or materials every time to the proper department or person in charge.
3. Relatively backward management system in the hotel. As the era develops constantly with progress, the relevant knowledge and methods of management are also changing. So, the senior managers of the hotel and the office of the hotel also need to update their management system in time. However, many hotels now do not care about their own management system and think it is not necessary to be updated. Nevertheless, with the continuous progress of the times, the management of hotels should also keep pace with the times. The backward management system will lead to the difficulties in management for hotel employees, and the failure in problems settling, which is not conducive to the harmony in the hotel, and even affect the normal and stable operation of the hotel.

Recommendation

In view of the above problems, the hotel office should pay enough attention to the comprehensive management in the future. The following are some suggestions on how to better improve and do well in the comprehensive management of the hotel office in the future:

1. HR shall take it serious with strict control in selecting office employees. Hotel office occupies an important position in hotel operation and management, while hotel office staff are the main body of comprehensive management of hotel office. Moreover, the comprehensive management of the hotel office needs to coordinate multiple departments and multiple people, making the hotel consolidated and harmonious from top to bottom. When doing relevant work, it is also required to focus on details, ensuring all work to be completed with high quality. Therefore, integrating fine management into the comprehensive management of the hotel office is a beneficial attempt to cope with new situations and meet new management requirements. In order realize above mentioned, the people engaged in the comprehensive management of the hotel office are required to have strong professional quality, professional cultivation and rich work experience. Therefore, when recruiting and

selecting hotel office employees, HR needs to conduct strict interview and assessment together with the leaders of the hotel office. Meanwhile, the hotel office staff should keep pace with the times, constantly learn advanced hotel management knowledge, and apply the knowledge learned into their work, so as to improve their own ability and complete the work better.

2. Formulate reasonable work objectives. The hotel office is engaged in the work of comprehensive management. When formulating work objectives, we should take the overall situation into account rather than only focus on the present and formulate phased and feasible hotel work objectives, so as to avoid the waste of human resource and time.

3. The hotel shall carry out humanized management. The humanized management of the hotel refers to being people-oriented when working, and fully taking the feelings and functions of employees at work into account. In addition to coordinating all departments, the office staff should also do a good job in the overall planning of the hotel. The coordination work of the office is also the reflection of fine management. The hotel office should also attach importance to the hotel staff's sense of belonging to the hotel. Humanized management requires office staff to have a very high sense of service and consider more for employees when carrying out comprehensive management. At an appropriate time, they can work with HR to organize some team building activities or business training for employees, which is not only conducive to mutual understanding, mutual communication and mutual promotion between employees, but also promoting the development of the hotel. In daily work, office staff should take the initiative to learn about the detailed conditions of people in difficulties and actively help them get out of the difficulties. It is also the embodiment of harmonious management to create a humanized hotel management atmosphere in the hotel.

4. Senior leaders should enhance the emphasis on the comprehensive management of the hotel office. To improve the comprehensive management level of the hotel office and integrate fine management and harmonious management into it, the support of the hotel's senior managers is needed. Without the attention of hotel senior management to the comprehensive management of the hotel office, the office work cannot be carried out smoothly. It will become an auxiliary department of the hotel in the end, and the real role of the hotel office cannot be fully played.

5. Do well in fine management and finally meet the requirements of harmonious management. Fine management plays an important role in coordination, supervision and assessment. The core of fine management is to pay attention to details and improve details. Do a good job in details and formulate a set of complete standards and systems for hotel management, so that employees can follow the standards and systems to complete their work in an orderly manner, which is one of the most important ways to achieve harmonious management.

To sum up, it is forward-looking to realize the refinement of the comprehensive management of the hotel office and meet the requirements of harmonious management. To achieve a harmonious state in the hotel, it's necessary to pull the senior management and ordinary employees together to create more benefits for the hotel. The hotel office is needed to do a good job in comprehensive management between the two parties, coordinate the relationship between senior management and ordinary employees, and make them reach a harmonious state, so that they can complete each work carefully, and finally integrate harmonious management into the overall hotel management. This is also one of the effective ways to promote the core competitiveness of the hotel, and bring more benefits to the hotel in the end.

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Research on sustainable Development of Private Enterprises in China

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Abstract

Private enterprise's development for China's economic and social development has made the important contribution, has become an integral part of China's national economy, but with the deepening of China's reform and economic globalization's influence on China, private enterprise's survival environment appeared significant change, its disadvantages are also growing production and management, restricting its further development. Based on the sustainable development of private enterprises in the new economic environment, it is not only the practical needs of private enterprises, but also the need to ensure the healthy development of Chinese economy.

Firstly, this paper starts from the definition of private enterprise, and analyzes the characteristics and development stage of private enterprise step by step. Secondly, it studies the theory of enterprise growth, analyzes the factors affecting enterprise growth and the characteristics of fast-growing enterprises. Thirdly, it analyzes the problems existing in private enterprises, and then analyzes the prospect of private enterprise management based on the theory of "second entrepreneurship". Finally, summarize the full text thought.

The main points of this paper are: private enterprise is not always a backward enterprise system; Private political, economic, and cultural environments are reflected in specific periods of time; the sustainable development of China's private enterprises has theoretical and practical possibilities.

Keywords: private enterprise; Sustainable development; Second startup

Research Background

Private enterprise is a combination of private enterprise and enterprise. There are many definitions of private enterprise, among which a more comprehensive definition is the view of Chandler (1987), an American scholar: "The founder and his closest partner (and the private enterprise) always hold the majority of the equity. They maintain close personal relationships with managers and retain major decision-making power in high-level management, particularly with regard to financial policy, resource allocation and high-level personnel selection." According to this definition, private enterprise not only includes family enterprises with direct consanguinity, but also covers the form of enterprises established by consanguinity, kinship, geography, industry and personal relationship.

China's contemporary private enterprises rose in the late 1970s and early 1980s, developed in the early 1980s to the mid-1990s during the period of drastic economic system change, and were seriously affected by the habit force formed by cultural and historical traditions. According to the survey of Private enterprises in China, most of the shares of private enterprises are owned by private enterprises, with the average proportion as high as 85.1%, and private enterprises are in absolute control. Among private shareholders, private owners alone hold the highest proportion, followed by brothers with the same surname, followed by brothers with different surname, technicians and managers. Therefore, the study of the development course of contemporary Chinese private enterprises can also be seen from the development process of private enterprises and private economy.

The reality shows that at present Chinese private enterprises generally adopt the form of family private ownership, and private management generally exists in enterprise internal management. Private enterprises are increasingly becoming an important economic phenomenon in China's economic life. According to research by Chandler and others, even the most conservative estimates suggest that family-owned or family-run businesses account for half of the world's businesses, which generate half of America's GDP and employ half of its workforce. In Europe, family firms dominate small and medium-sized enterprises and, in some countries, make up the majority of large companies. In most Asian countries, family businesses dominate. In Latin America, large private and controlled enterprises dominate most industrial sectors. In Asia, private enterprises vary according to the history and culture of different countries, but it is certain that in all economically developed Asian regions except mainland China, private enterprises, especially Chinese private enterprises, occupy a dominant position in both quantity and scale. All these fully show the exuberant vitality of private enterprises. Therefore, the research on the production and management of private enterprises has become a subject of modern significance in the academic circle.

Research Problems

With the process of reform and opening up, China's private enterprises have shown a beautiful scene of vigorous development since their establishment, and made important contributions to the development of China's national economy. However, with the deepening of China's economic system reform and the acceleration of China's integration into economic globalization, the disadvantages of private enterprises are gradually exposed. Production and operation problems restrict their further development. Many private enterprises that once had good business performance have disappeared and are on the verge of bankruptcy and collapse. This has also led to the theoretical circle of private enterprises in the current economic conditions of enterprise organization is reasonable, can maintain sustainable competitiveness in the future.

Objective of the study

In recent years, the research on the reform and development, operation and management of small and medium-sized enterprises has always been a hot issue concerned by the theoretical circle and practical departments. Middle and small-sized enterprises play a strategic role in China's economic and social development that cannot be replaced by large enterprises (Fu, 2004). Up to now, private enterprise is still the most important form of enterprise organization in the world and the main force to promote the economic development of all countries. No matter in developed countries or developing countries, private enterprise exists and develops in large numbers.

With the course of reform and opening up, China's private enterprises have shown a happy scene of vigorous development since their establishment, and made important contributions to the development of China's national economy. But with the deepening of China's economic system reform and China's integration into economic globalization speeding up, the private enterprise has gradually exposed its malpractice, the production and management problems restricting its further development, a lot of once have good operating performance of the private enterprise has vanished, and is facing bankruptcy, the brink of collapse, This also leads to the theoretical circle to the private enterprise under the current economic conditions of the enterprise organization is reasonable, whether the future can maintain sustainable competitiveness. So carefully and objectively to analyze the production and operation status quo of China's private enterprises, the problems existing in the production and operation, in the real economic environment facing the threats and challenges, and studies how private enterprises after startup out of a healthy way of sustainable development, to avoid short-term prosperity after the decline, is each a realistic problem faced by private enterprises, It is also the bounden responsibility of every theoretical worker who pays attention to the growth and development of China's private enterprises, which is also the original intention of writing this article.

Scope of the study

This paper takes private enterprises as the research object, and analyzes how they cannot innovate and change due to the limitation of their own enterprise management mode, thus affecting their further development. This paper will put forward some reasonable suggestions for the development of relevant enterprises to provide some reference.

Research Significance

China is a state of etiquette, is a country that emphasizes peace. China is a patriarchal society, due to thousands of years of cultural accumulation, "family culture" plays a pivotal role in the hearts of Chinese people. Therefore, they attach great importance to the important role of the family in society, because the family has always been a safe haven for The Chinese against the hostile external political environment.

Since the private enterprise has a centralized organizational model, the interests of the private and the interests of the members of the enterprise are highly aligned. Under the leadership of the authority, the company can improve the decision-making speed and form a competitive advantage. Therefore, the private enterprise develops rapidly at the beginning of its development. But with the expansion of company size, the development of the company, there is a big problem, the private type of original management way already cannot adapt to the new competition situation, private management mechanism problems gradually emerge, such as the wind of nepotism, performance evaluation of unfair, low efficiency, lack of enterprise culture, innovation is restrained, etc., so that the enterprise finally go bankrupt, The point of being taken over by someone else.

This paper takes private enterprises as the research object, and analyzes how they cannot innovate and change due to the limitation of their own enterprise management mode, thus affecting their further development. This paper will put forward some reasonable suggestions for the development of relevant enterprises to provide some reference.

Theoretical framework

This article first to the full text conducted an outline of summary, and then this paper introduces the definition of private enterprise, characteristics, and each stage of development of private enterprises, it also introduces the study of the patterns of the evolution of the enterprise, this paper introduces the problems existing in the private enterprise and private enterprise management professional prospects, finally puts forward the research conclusion and Suggestions for the sustainable development of private enterprises.

Literatures Review

As a part of non-public economy, private economy is an important part of China's socialist market economy. Developing private economy is conducive to deepening and developing socialist market economy. Conducive to promoting the development of productive forces; It will help increase employment and improve people's living standards. It is beneficial to increase national financial revenue; It is conducive to promoting the common development of economic entities under diverse ownership.

The importance of private economy in China's economic and social development is reflected in the following aspects:

1. Private enterprises account for a large proportion of China's economy

Private enterprises play a vital role in China's socialist modernization. 40 years of reform and opening up over the years, China's economic achievements is closely related to the development of private enterprises, private enterprises, private economy is growing stronger, in promoting the economic development and improve people's livelihood, promote innovation, deepen reform, open wider to the outside have played an irreplaceable important role in private enterprises has become an important part of national economy in China.

By the end of 2020, the number of private enterprises in China has reached more than 40 million, and the important role of private enterprises in China's national economy can be summarized as 56,789: That is, they contribute more than 50% of tax revenue, more than 60% of GDP, more than 70% of technological innovation, more than 80% of urban employment, and more than 90% of the number of enterprises.

In 2020, the sales revenue of the private economy increased by 8% year-on-year, 2% higher than the overall level of the national enterprises, showing a clear lead. According to the data of the General Administration of Customs, the import and export of private enterprises increased by 11.1% to 14.98 trillion yuan in 2020, accounting for 46.6% of China's total foreign trade, up 3.9% compared with 2019.

2. The development of private economy is conducive to the diversification and clarity of property rights of enterprises, thus facilitating the separation of government and enterprise, ownership and management rights.

3. The operation mechanism of private economy is closest to the operation mechanism of market economy, and the law of value, supply and demand, and competition are fully reflected in private economy. Therefore, private economy has certain reference function for the reform of state-owned economy.

4. The development of private economy is conducive to increasing supply and improving people's living standards and quality of life.

5. Private economy is relatively dispersed, small in scale and easy to absorb labor force, which is conducive to increasing social employment.

The challenges facing the development of private enterprises

1. Challenges brought by economic transformation and industrial upgrading

At present, China's economy has entered a stage of high-quality development, and its growth pattern has changed from resource-driven to innovation-driven. As resource and environmental constraints gradually tighten, the demographic dividend gradually disappears, and productivity is rising to a higher level.

Due to the transition of development mode, optimization of industrial structure and transformation of growth drivers, economic development will slow down. At the same time, the overall upgrading of consumption structure and rapid adjustment of demand structure put forward higher requirements on the quality of supply, which will inevitably bring pressure on enterprises to transform and upgrade.

2. Financing difficulties are the main problems plaguing the development of China's private economy

(1) Imbalance between direct financing and indirect financing structure. At present, China's private enterprises excessively rely on indirect financing, and the vast majority of small, medium and micro enterprises cannot raise funds through the stock or bond market.

(2) Financial institutions do not give sufficient credit support to private enterprises. At present, Chinese big banks mainly serve large enterprises in order to avoid risks. The number of small local banks is small and the proportion of deposit and loan business is low, which cannot meet the needs of a large number of

small, medium and micro enterprises.

(3) High financing costs. At present, private enterprises, especially small, medium and micro enterprises, have to pay too high cost whether through loans or private lending, which has become a heavy burden of private enterprise financing.

3. Challenges brought by changes in the external environment

Since 2020, due to the impact of the outbreak of COVID-19, trade protectionism and unilateralism have risen significantly worldwide, and prompted the adjustment and reconstruction of the global industrial chain. As a result, the external environment for China's development has undergone profound changes, bringing many negative impacts on the development of private economy and market expectations.

As the main body of China's foreign trade, private enterprises account for 45% of China's total exports. Under the circumstances of profound changes in the global trade environment, the operation of some private export enterprises is bound to be affected.

4. It is urgent to improve modern enterprise system and management

A large proportion of Private enterprises in China are natural persons or family enterprises, and problems such as imperfect management, non-standard system and backward management mode are prevalent. This limits the market competitiveness of enterprises and is not conducive to the growth and sustainable development of enterprises.

This is also the root cause of some private enterprises in environmental protection, quality, safety, credit and other aspects, there are not standard, sound and even non-compliance, illegal problems.

5. Lack of long-term planning for development, blind investment and serious homogenization

Due to the low starting point of most private enterprises, their development lacks long-term planning. When choosing projects, they like to blindly follow the trend, imitate others, and do what they make money. As a result, homogenization is serious and the market tends to be saturated.

On the other hand, the quality of personnel is uneven. Therefore, the main performance in operation and management is:

(1) Late start, low level, insufficient original accumulation, and repeated investment are common;

(2) Blind investment and short-term pursuit of goals;

(3) Professional ethics is not strong, improper competition, counterfeiting, damage to the natural environment often occur.

Second is the lack of talent, talent reserve obviously lags behind state-owned enterprises, enterprise development is short of management, technology, marketing and other talents.

6, the future development trend of private enterprises

At present, human society has entered the information age. Under the impact of the new wave of scientific and technological revolution, new technological means, such as Internet +, industrial Internet, big data, 5G and artificial intelligence, are rapidly changing the world and bringing great changes to people's lives.

At present, the business environment of enterprises has undergone profound changes, including market maturity, legal environment and government standardization are different from the past. In this context, the past resource-dependent, relationship-dependent, policy-dependent enterprises will increasingly lose their competitiveness.

In recent years, the industry is in the stage of large-scale reshuffle, the industrial concentration is increasing, the market share of the "head enterprises" is increasing, the survival of the bottom enterprises is worrying, either bankruptcy, or merger and acquisition.

In the future, China's private enterprises must quickly complete the strategic transformation to the new service, management and innovation-driven model, in order to have a chance to survive the process of "centralized consolidation" and "head effect" in the industry.

Finding and Conclusion

In fact, it is not only in the ownership and management are completely directly in the hands of private members can be called private enterprises. When a private enterprise or several private enterprises with close alliance have all or part of ownership, and directly or indirectly control the business right, the enterprise can still be called a private enterprise. Therefore, private enterprises can be divided into three types :(1) ownership and management rights are completely controlled by a private enterprise; (2) Master the incomplete ownership, but still master the main management rights; (3) Hold part ownership and basically do not hold management rights.

China's contemporary private enterprises rose in the late 1970s and early 1980s, developed in the early 1980s to the mid-1990s during the period of drastic changes in the economic system, and were seriously affected by the habit force formed by cultural and historical traditions. According to the survey of Private enterprises in China, most of the shares of private enterprises are owned by private enterprises, with the average proportion as high as 85.1%, and private enterprises are in absolute control (Li , 2002, pp.11-12)..

The reason why private enterprises can survive and develop in a certain time and environment must have some redeeming points. The reasons are as follows:

(1) Resource allocation based on families reduces transaction costs and supervision costs.

(2) Private members have the same cultural background and have the same view on managing the enterprise. The owner and controller can solve and decide a certain problem more freely, which makes the idea of "parents" can be quickly transformed into reality, which is conducive to seizing business opportunities.

(3) The power of the enterprise highly centralized, be helpful for operator to master first-hand information, grasp the global, for enterprise decision-making, execution and feedback, at the same time, through the experience of quick decision, with its flexible, highly unified, the characteristics of high effect to reduce operating risk, realizes the enterprise quickly and rapid growth.

According to the enterprise life cycle theory, a private enterprise's life cycle can be divided into four stages: start-up period, rapid growth period, maturity period and decline period according to the increase of enterprise value. The next life cycle starts from the second start-up period. Private enterprises have different characteristics in different growth stages of enterprise life cycle, which are mainly manifested in property right structure, human capital structure, salary mechanism and enterprise culture.

By virtue of the unique blood relationship, similar blood relationship, kinship relationship and related social network resources among private members, the company effectively utilizes the cheap human capital of private members, completes the early capital accumulation with low supervision cost and low financing cost, and the average annual growth rate of enterprise value is as high as 50%.

(1) Property rights characteristics: the capital scale of the enterprise is small, the limited resources are used in a relatively centralized manner, the business and management content is relatively simple, and the ownership is highly concentrated in the hands of the owner or the private sector. Due to the highly centralized ownership characteristics, the control rights are controlled by individual parents.

(2) Human capital structure and corporate performance: Private enterprises are mainly led by entrepreneurial and innovative professionals in the private sector, while related private personnel based on blood ties and relatives undertake other related management and technical tasks of the enterprise.

(3) Compensation mechanism: In this stage, private enterprises have the characteristics of integration of private and enterprise. For the survival and development of the enterprise, members of the enterprise can continuously contribute their own value without any remuneration, and most of the profits of the enterprise are reinvested.

(4) Corporate culture: As Private enterprises in China develop in a low-text culture, the cultural environment is vague and personalized, and people prefer indirect communication. Moreover, information exchange mostly depends on the consensus formed by people in advance under the common cultural background, and people regulate their behaviors through various interpersonal relationships.

When private enterprises pass the unstable start-up period, they enter the growth phase of rapid expansion.

(1) Property rights structure: According to the data analysis of private listed companies on China's SME Board, corporate ownership and control are still firmly controlled within the private sector. The private sector is developing a hierarchical governance structure, adding personnel departments, more finely divided marketing departments, and production and technology departments. However, the daily production and management rights of the enterprise are only shared with the private members as middle and senior managers. At this time, the private advantage of private enterprises still make enterprises have internal transaction cost advantage that non-private enterprises cannot have.

(2) Human capital structure and performance: In order to adapt to the continuous expansion of enterprise scale and the enhancement of management complexity, external professional managers, technical personnel and other human capital are introduced. The organizational structure of private enterprises is a kind of differential pattern with concentric circles. And middle and senior positions are monopolized by entrepreneurial private sector members. There is a large turnover of foreign personnel, only a few people stay in the enterprise.

In the growing stage of private enterprises, with the procedures and standardization of business affairs, the learning experience of private members makes the performance of enterprises increase steadily. Small-scale introduction of external professional managers and technical personnel for the enterprise's standardized operation and management and technical knowledge application, add bricks and mortar.

(3) Compensation mechanism: With the increasing scale of enterprises, both product sales and corporate profits increase rapidly. Most of the profits are returned to the members of the business and the private sector, except for a part of retained profits as self-accumulation for the development of the business. At this time, the compensation system even did not have a standard text, the formulation of compensation can only rely on the "big parents" wise decision. Although the personnel department has been established, the human resource assessment is generally organized by office clerks for annual evaluation, which is mainly based on attendance. The whole company seriously lacks the incentive mechanism linked with department and employee performance.

(4) Corporate culture: The grassroots culture of private enterprises still occupies a dominant position without any wavering. Non-private foreign personnel are mostly excluded from the mainstream culture of enterprises, cannot be trusted, lack of corresponding attention.

With the further growth of private enterprises and entering the mature stage of their life cycle, the scale of enterprises has reached an unprecedented degree, but at the same time, the market is gradually saturated, the competition is increasingly fierce, and the speed of macroeconomic growth is increasing, with an annual growth rate of about 8%.

(1) Property right Structure: Due to the further expansion of the scale, the increasingly fierce market competition, the management is more complex, and the urgent need of high and new technology private internal limited resources, as well as family members or private management ability is not high, the internal transaction cost increase of reality, for private for control of the enterprise have to the human capital to further open to the society, Implement professional and standardized management. Compared with the previous two stages, ownership and control are separated to a greater extent, and the corporate governance structure has been preliminarily completed.

2) Human capital structure and corporate performance: To break through development barriers and improve the realistic requirements of modern corporate governance structure, the "big parents" will be forced to

delegate their power. He would bring in professional managers and highly skilled people with the promise of high salaries, comparable access and residual claims.

(3) Compensation mechanism: the compensation system with incentive mechanism has been established initially, performance assessment has been fully implemented, and material incentives for foreign human capital have been emphasized. Faced with multinational companies and their higher than the industry average for the same position. However, the departments generally set up chief and deputy managers, and the main job is left to the private sector. The material remuneration of external professional managers as deputy managers is often difficult to make up for their efforts, not to mention non-material welfare and spiritual compensation, resulting in serious imbalance of responsibilities and rights.

(4) Corporate culture: With the introduction of a large number of non-private foreign personnel and the unremitting efforts of foreign personnel retained in the growth period, the grassroots culture of private enterprises has suffered a certain impact. However, such bottom-up impulse of corporate culture reconstruction often ends up inside the external human resources, surrounded by the traditional concept of the mean and compromise of Chinese Confucianism, and slowly eroded by the grassroots culture of the enterprise adherence.

The mature period usually does not last very long. Enterprises first fall into the non-crisis state of non-growth development dilemma, and if they cannot get rid of the dilemma, competitors will eat up the market, and the profits and sales of enterprises go to the bottom, the financial situation deteriorates, the staff turnover rate increases, and they have to face the risk of intergenerational transfer of enterprise inheritance. At this point, the strategy adopted by enterprises is mostly to strive for profits and turn its small. The scale of enterprises is shrinking. The rate of enterprise value increment is decreasing.

(1) Property rights System: When the market competition of various requirements beyond its boundaries, the private enterprise need to the financial capital of the society, the private capital to effective integration between need and private members share the ownership of assets, the residual claims of business enterprise and management control, or even have to give up private control, most of the private business owners can't and the world goes on, Still operating in closed circles of private financial and human capital, still clinging to the absolute control of private ownership and control. However, the reality, brutal market competition will not change because of the good wishes of the private sector.

(2) Composition of human capital and enterprise performance: non-private foreign human capital is still excluded from the "small family" of enterprises, the reform of compensation mechanism and enterprise culture is difficult to maintain, the value of human capital cannot be respected, and a large number of excellent foreign human resources are lost. The limitations of industry and the appeal of self-development leave the enterprise.

Compared with other enterprises, private enterprises have advantages in human resource management in the early stage of entrepreneurship. However, private enterprises are not very perfect, and they also have some defects, even fatal weaknesses, which will seriously affect the long-term development and interests of private enterprises. Generally speaking, with the development of private enterprises, there will be the following performance:

(1) The enterprise is not big;

(2) Unclear property rights;

(3) The uneven distribution of the interests of the right holders leads to internal strife in the private management;

In the early stage of the establishment of the enterprise, due to the influence of blood relations, relatives will strive for the common interests of the enterprise. However, with the development of enterprises, based on the hypothesis of "economic man", people are selfish and pursue the maximization of their own interests, so there is a competition for interests among relatives in enterprises, and they manipulate small things to earn profits for themselves. This is at the expense of the interests of the enterprise as a whole and its owners.

(4) Paternalism by business owners (basically entrepreneurs);

(5) Nepotism, not paying attention to the ability of employees;

(6) The management range is large but the management level is small. Usually, the manager arranges the work of the employees in every detail, and the employees lack self-management ability and maturity is not high; If the manager is absent, the enterprise will not function properly;

(7) The enterprise lacks the "common vision". Employees generally only consider their personal interests and ignore the long-term interests of the enterprise. They are not willing to do more and are only limited to their own work.

(8) The enterprise lacks the enterprising spirit, seriously lacks the marketing planning, has no fixed big customers, the enterprise is almost waiting for customers to come to the door, and the daily productive activities are also to meet the needs of some small customers and mobile customers. Therefore, enterprises cannot carry out large-scale production;

Moreover, due to the low maturity of employees, if the managers go out to negotiate, the enterprise will be paralyzed, and the managers cannot be trusted to boldly explore the market, which is another big reason why the enterprise has no marketing plan.

(9) The enterprise private production relations do not adapt to the development of productive forces;

(10) Fierce competition in the external market and government control. Although the report of the 16th National Congress has proposed that on the basis of unswervingly consolidating and developing the public sector of the economy, we should unswervingly encourage, support and guide the healthy development of the non-public sector of the economy. But in the market environment, there are still factors that restrict the development of private enterprises.

It can be seen that private enterprise is not only an economic phenomenon and a management problem, but also a cultural phenomenon and a sociological problem. Its development is restricted by environmental factors such as law, economy, social culture and technology.

We can see that private enterprise has both its strengths and weaknesses. The paternalistic management of private enterprises can adapt to the further development of enterprises with numerous trifles and lack of clear rules and regulations when they start up. With the establishment of rules and regulations, the paternalistic management made by one person can no longer adapt to the development of enterprises, so the reform is imperative. If private enterprises can be in this stage of a huge "second venture". So, private enterprise still can coruscate gives its peculiar vitality and dazzling brilliance.

The "second entrepreneurship" is not a process of starting from nothing, but a time concept relative to the first entrepreneurship. It is a new stage from quantitative change to qualitative change, with many new characteristics different from the first stage. As the market environment changes, private enterprises need to reform the problems left over during the start-up period, and even carry out internal revolution, in order to adapt to the needs of the new situation, which is bound to require entrepreneurs to pick up the enthusiasm and courage to overcome this obstacle. It is in this sense that the term "second venture" comes into being.

To sum up, "second entrepreneurship" has twelve key directions:

(1) To expand the scale of enterprises as the main goal, to achieve collectivized development;

(2) Attach importance to the organic combination of industrial capital and financial capital and promote the development of enterprises with the help of financial strength;

(3) Under the guidance of the concept of development, quality, service and reputation, develop high-grade brand products;

(4) Get out of the misunderstanding of private management, and actively move closer to modern enterprise management;

(5) Private science and technology enterprises increase investment in scientific research and attach importance to technological innovation;

(6) Attach importance to the coordination of labor-management relations and create a harmonious enterprise atmosphere.

(7) Attract management and technical personnel on a large scale and attach importance to human capital optimization;

(8) Realize mutual promotion and common development of "state-owned and private enterprises" through merger and reorganization;

(9)Set up the concept of development of large enterprises, pay attention to the improvement of their own image and quality;

(11) To implement the shareholding system transformation of group private enterprises;

(12) Give full play to their own advantages to participate in international competition and accelerate the process of internationalization;

At the same time, the capital operation of private enterprises is a problem we should consider.

Capital operation has five aspects of the benefits: first, its scale expansion speed is very fast, the second is to spread the risk. Take production management seriously blindly and do not make capital operation, how to scatter market benefit impossibly, take precautions for a rainy day. Third, it can attract capital, which is an important link of capital financing. Fourth, enterprises can adjust the direction of investment. Fifth, you can "hitchhike". In the West, it does not care at all, if the collapse, but also the other side of the enterprise to bear. If there is no capital operation, there will be no "free ride" opportunities.

There are four kinds of capital operation methods for the second time private enterprises: one is the choice of real price acquisition and zero capital acquisition; Second, the whole acquisition or partial acquisition; Third, the acquisition of listed companies or non-listed companies; Fourth, consider their own advantages, is engaged in capital operation, or not engaged in capital operation. Enterprises should consider their own advantages in the actual operation process.

Recommendation

On the basis of searching and reading a large number of relevant references, this paper makes an in-depth analysis and research on the factors influencing the sustainable growth of Chinese private enterprises in different life stages, and obtains some beneficial results and conclusions.

Growth can be translated as growth, development, development, growth, increase, enlarge, etc. Growth originates from living things, and generally refers to the mechanism and process of organisms' development from scratch and from small to large (Liu, 2000) .Based on the enterprise life cycle theory and the sustainable growth theory of enterprises, this paper studies the development process of private enterprises, and takes the development and expansion of private enterprises and "second entrepreneurship" as the coping measures of different situations faced by enterprises.

For private enterprises, they should: (1) vigorously develop marketing affairs. Fearless waiting for customers, "good wine is not afraid of alley deep" and other theories, in today's market economy is no longer suitable. We should carry out the strategy of going global. Only in this way can we fundamentally solve the supervision mechanism and reduce the "moth eaten" phenomenon of enterprises. (2) Cultivate the ability of employees and improve their maturity.

For the large enterprises that have developed, in the later stage of development, they are overstaffed and should undertake the arduous "second entrepreneurship". The recommendations have been set out above. If the method is appropriate and the development is good, the "second entrepreneurship" will have the effect of turning the "cocoon" into a "butterfly". Only by such continuous transformation can enterprises achieve continuous growth.

In short, private enterprise is not always a backward enterprise system; Private enterprises do not always adopt private management mode; China's private enterprise is the reflection of China's realistic political, economic and cultural environment in a specific stage of The Times; the sustainable development of China's private enterprises has theoretical and practical possibilities.

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Marketing strategy research of Mac in China

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Abstract

With the continuous expansion of China's high-end cosmetics market, more and more international brands gather together to seize this high-end market, and the market competition is becoming more and more fierce. At the same time, with the dual background of the Internet and more and more young consumers, more and more marketing models appear, such as Weibo marketing, search engine marketing and social media marketing. As a world-renowned brand, how Estee Lauder can gain a place in the Chinese market under this dual experience and how to properly promote products for potential customers has become a thinking problem. With the entry of international giants, the competition in China's cosmetics market is becoming more and more fierce, especially in the middle and high-end market which is almost occupied by foreign brands. By analyzing and studying the marketing strategy of Mac, it can adapt to the future development of Chinese cosmetics market and play a practical role in promoting the market competitiveness of Mac. By analyzing the successful experience and shortcomings of Mac company, it can also be used for reference by other domestic cosmetics companies.

Keywords: MAC, Marketing Chinese market, Marketing strategy, Marketing status, cosmetics

Introduction

Research Background

Cosmetics industry, as one of the earliest industries in China to open to the outside world, borrowed advanced experience from foreign countries to a certain extent, but it was also greatly impacted by transnational capital and multinational enterprises. At present, there are a large number of enterprises in China's cosmetics industry. There are about 3,800 domestic enterprises that have obtained cosmetics production licenses, and there are about 500,000 kinds of household cosmetics. However, in China's cosmetics market, foreign companies rank highest in sales, mainly multinational companies such as Europe, South Korea and Japan. In terms of sales volume, the top ten cosmetics companies in China are Shanghai Jiahua and Gelan Group. At the same time, China's cosmetics industry has a long history and has become the development direction of this industry. According to the data of the National Bureau of Statistics, the above designated wholesale and retail sales of cosmetics increased from 162.5 billion yuan in 2013 to 261.9 billion yuan in 2018, making it the second largest cosmetics consumer in the world after the United States. According to Euromonitor data, the retail sales of skin care products reached 212.2 billion yuan in 2018, a year-on-year increase of 13.2%. According to the forecast of Kaohsiung Consulting Company, by 2023, the scale of China's cosmetics retail market will reach 454.14 billion yuan, with a compound annual growth rate of 11.6%. With this strong market attraction, internationally renowned cosmetics companies have accelerated the development of the Chinese market. It can be seen that the domestic cosmetics industry is very competitive. At the same time, many domestic cosmetics brands rely on more pragmatic and radical marketing strategies to seize market share, which makes the already fierce market competition more cruel.

Research Problems

1. Mac China marketing environment
2. Current situation of Mac marketing in China
3. Problems in Mac China Marketing

Objective of the study

Marketing strategy is one of the important strategies for enterprises to enhance market competitiveness and create competitive advantages. This paper aims to find out the advantages and problems of Mac by studying the development status of cosmetics industry, and put forward the optimization scheme suitable for the company's future development.

Scope of the study

Marketing status, existing problems and marketing suggestions of Mac in China market.

Research Significance

By analyzing and studying the marketing strategy of Mac, and optimizing some of the marketing strategies of Mac, it can adapt to the future development of China's cosmetics market, which has a practical effect on enhancing the market competitiveness of Mac. By analyzing the successful experience and shortcomings of Mac company, it can also be used for reference by other domestic cosmetics companies.

Theoretical Framework

1. STP theory

STP analysis refers to market segmentation S, target market selection T and product positioning P respectively. STP is the foundation of the whole marketing system. STP rules subdivide each market and select each target market to convey its different positioning.

2. Marketing mix theory

In 1964, American professor Neil Bolton put forward the marketing mix theory. Marketing refers to the combination and flexible use of enterprises in the selected target market according to their own controllable factors, so as to form a whole to meet the market demand and achieve the purpose of enterprise marketing. In view of the diversity of market consumers' demands, the marketing means are also diversified. In short, enterprises need to integrate and apply controllable marketing factors according to their own actual situation, so as to give full play to their own advantages and marketing effects, which is the goal of enterprise marketing.

3. PEST theory

American scholars John soiv-g and scholes-k put forward the PEST theory in 1999. PEST theory is usually used to analyze the macro-environment of enterprises. PEST corresponds to: P(politics), E(economy), S(society)and T(technology). PEST theory mainly analyzes the situation faced by enterprises through four environmental factors: politics, economy, society and technology. First of all, if the company does not understand the political environment of the country, then the company's marketing strategy may be difficult to reverse the wrong decision. Secondly, if the enterprise does not understand the economic environment and the income and expenditure of consumers, it will lose the correct price guidance of product pricing and a large number of potential customers. In addition, social factors such as population structure and age level determine how to promote consumers. Finally, in terms of technology, the development of science and technology is very rapid. Every industry is undergoing profound changes, and the popularity of the Internet has become the marketing skill of many companies.

4. Five forces analysis model

In the 1980s, Michael Porter put forward the "Five Forces Model" for industry analysis, holding that there are no competitors in the competition of an industry, but there are five competitive forces, which determine the success potential of enterprises, and five models:the threat of potential entrants, substitutes, suppliers' bargaining power, buyers' bargaining power and existing competitors.

5. SWOT analysis theory

SWOT analysis includes Strengths, Weaknesses, Opportunities and Threats, which is an analytical method of comprehensive evaluation of enterprises. It can explore the internal and external marketing environment of enterprises, analyze and study the development trend of enterprises, and use SWOT matrix to match the factors that affect the development of enterprises. When enterprises are faced with different internal and external environments, they can choose different business strategies.

Hypotheses

It is assumed that there are some problems in the marketing of Mac in the Chinese market, for example, there are many competitors in the products, and it has no core competitiveness. For example, in terms of promotion methods, the lack of in-depth analysis of the Chinese market environment leads to a single promotion method and so on.

Literatures Review

Mac cosmetics is a cosmetics brand in Canada. At the initial stage of brand establishment, it attracted the attention of Estee Lauder Group with dazzling light. At the same time, with the help and support of Estee Lauder Group, the prominent features of Mac were discovered and spread from North America to Europe and Asia. Mac Cosmetics was founded in 1984, formerly Canada and now owned by Estee Lauder. The initial demand for Mac makeup photography was born in the spotlight. From the first batch of products, Mac makeup succeeded with its rich colors and unique formula, and established its position as a professional makeup brand. Mac always pursues the integration of fashion, happiness and fantasy, and respects the rights and freedoms of people of different races, genders and ages when pursuing dreams and beauty. Mac cosmetics are more valuable in social undertakings such as AIDS, anti-abuse and environmental protection. Kiminaj. Lady Gaga and many others support Vivagram' s AIDS love cause. Mac cosmetics is the first brand of Estee Lauder Group that was not founded by Mrs Lauder. This is because the dazzling light of Mac attracted the bright eyes of Estee Lauder Group, and saw this shining beautiful jade. With the help and support of Estee Lauder Group, the prominent features of Mac were discovered and spread from North America to Europe and Asia.

In the related research on cosmetics marketing and Chinese marketing:

Wang, Z. S. & Xie, H. L. (2001) pointed out that the existing cosmetics marketing channels are very rich, including daily chemical boutique channels, department store channels, e-commerce channels, WeChat business channels, procurement channels and so on. There are very rich cosmetics brands in different channels. With the increase of channel cost, the channel competition between brands is becoming increasingly fierce. At this time, the channel dealers have strong bargaining power for the brand companies in the channel or the companies about to enter the channel, so the brand dealers can only play the role of listening or cooperation.

Rashad, Y. Terry, A. & Seyedi, A. (2011) pointed out that when consumers decide whether to buy cosmetics of this brand, the purchased materials only account for 20% of the influencing factors, and the more decisive factor lies in whether the efficacy propaganda and fashion concept of the products conform to the current aesthetic trend.

Zhao, J. B. (2016) pointed out that China's domestic cosmetics market is less mature, per capital consumption is more developed, and there is a big gap between China and the international market, so there is room for development. At the same time, with the younger age of cosmetics use and the further improvement of people's professional level of cosmetics use, the demand for cosmetics is also growing.

Xiao, Y. H. (2015) pointed out that for WeChat marketing, pre-sales service is to share product-related information with customers through WeChat platform, and increase the publicity of the company's products. However, when promoting on WeChat, we must pay attention to the authenticity of product information, and introduce the composition and performance of products to customers according to the actual situation.

Benoit, A. (2019) pointed out that there are a large number of cosmetics consumer markets in China, but there are few products of production scale grade and lack of advanced technology. Combined with many domestic cosmetics enterprises, their products are of low value, and they are in a disadvantaged position in the global cosmetics market competition, so they cannot rely on technology to win a larger market and lack core competitiveness. Science and technology is the primary productive force, and the strength of enterprises often depends on scientific research ability.

Zhang, X. Y. (2018) pointed out that long-term low-price promotion, ostensibly, increased sales, conquered some consumers with cost performance, but once the price advantage was eliminated, this part of consumers would lose. The long-term low-price profit itself is a great lethality to the brand power, and it is easy to give consumers the impression of low-end brands.

Danielle, G. &Alex, M. (2018) pointed out that implementing customer relationship management is an enterprise strategy to better care for customers and increase their lifetime value. In order to effectively manage customer relationships, organizations need departments that respond to customer needs, employees who are committed to creating value for customers, and business processes that focus on continuously improving customer satisfaction. Only in this way can enterprises bring stronger profitability and better performance.

Jeevan, R., & Armstrong, A. (2008) pointed out that nowadays, the brand value of high-end consumer products has far exceeded the use value. Today's consumers, unlike the pragmatism of 1980s, are increasingly inclined to hedonism. From Maslow's hierarchy of needs, we can also see that human needs are always from low to high. For young people in today's society, if they are uncomfortable to use, they will have no certain popularity and brand personality. If the service is not good, consumers will not choose this brand.

Research Methodology

This study adopts a combination of qualitative and quantitative research methods.

Quantitative analysis is a method to analyze the quantitative characteristics, quantitative relationships and quantitative changes of social phenomena. In enterprise management, the quantitative analysis method takes the financial statements of enterprises as the main data source, processes and sorts them according to a certain mathematical way, and obtains the enterprise credit results. Quantitative analysis refers to the analysis of quantifiable data of a company by investment analysts using mathematical modules. Through the analysis, the company's operation is evaluated and investment judgment is made. The objects of quantitative analysis are mainly financial statements, such as capital balance sheet, income statement, retained earnings statement, etc. Its function is to reveal and describe the interaction and development trend of social phenomena. The basic methods of quantitative analysis include ratio analysis, trend analysis, structural analysis, mutual comparison and mathematical model, etc. The application of these five basic quantitative analysis methods is the complete expression of quantitative analysis methods. This study uses quantitative analysis method, mainly the structure and trend involved in the article, and uses quantitative analysis method to clarify. Or collect various data related to the cosmetics industry, and list and analyze; Compared with other cosmetics companies and market data, the research results were obtained, and the new characteristics of consumer demand were summarized.

Qualitative analysis is an analysis method to infer the nature and development trend of things according to the subjective judgment and analysis ability of forecasters. This method can give full play to the experience and judgment ability of managers, but the accuracy of prediction results is poor. Generally, when an enterprise lacks complete and accurate historical data, it first invites experts who are familiar with the economic business and market situation of the enterprise; According to their accumulated experience in the past, they made analysis and judgment, put forward preliminary opinions, and then revised and supplemented the above preliminary opinions by holding an investigation meeting and forum, and used them as the final basis for prediction and analysis. This study collects typical cases at home and abroad, combines internal and external environmental factors, uses SWOT model to analyze the strengths, weaknesses, opportunities and difficulties of MAC company at present, and uses PEST model and Five Forces model to study the present situation, so as to formulate corresponding marketing measures and find its business growth point.

This study decided to use the research method of combining quantitative and qualitative analysis to comprehensively analyze the marketing situation of MAC company in China.

Finding and Conclusion

MAC far exceeds many international brands in youth marketing. From the release of the glory of the king lipstick in January this year to ChinaJoy exhibition in August, MAC has captured the hearts of millions of young consumers with its IP, secondary, games, DIY and other elements. MAC' s marketing method can impress young consumers. Take the glory of the king lipstick in Figure 1 as an example. Its propaganda copy is: "Kiss, we can win!" When the glory of the king is popular all over the country, this sentence not only has lipstick characteristics, but also evokes the memory of the players who persevered for victory during the game, thus deeply moving their hearts.

China has a large population. With the acceleration of urbanization and the continuous improvement of residents' consumption level, China's cosmetics market can be said to be the most important and promising part of the world cosmetics market. With the entry of international giants, the competition in China's cosmetics market is becoming increasingly fierce, especially in the high-end market, which is almost occupied by foreign brands. Through scientific research methods, this study analyzes the brand of MAC, including the general situation and marketing status analysis of MAC. In order to find out the problems existing in the marketing strategy of MAC, combining with the current macro market environment, industry environment and internal environment, and then aiming at the market positioning of each company, MAC uses the 4p marketing strategy of MAC company to propose an optimization scheme. Finally, according to the actual situation of MAC company, specific safeguard measures are put forward to ensure the implementation of the proposed marketing strategy optimization scheme. After comprehensive analysis, the marketing of MAC in the Chinese market has certain advantages, but there are also some problems.For example, the promotion method is single, lacking certain core competitiveness, etc.

Recommendation

Based on the analysis of MAC marketing environment and STP analysis theory, the market positioning and target market selection of MAC are given. MAC needs to change the current low-end image, take a differentiated route and continue to expand the high-end market. Therefore, it is suggested to optimize product packaging to meet consumer demand, build core products and star products, and develop customized products. In the aspect of price optimization, pricing and discount strategies are used, such as value perception, high price and mantissa. In terms of channels, increase the number of brand stores, cosmetics stores, establish sales channels for supermarkets and convenience stores, and expand online sales channels. In terms of channels, optimize celebrity endorsements, strengthen marketing, and adopt new media and other omni-channel promotion. In addition, in the implementation of optimized marketing strategy, specific safeguard measures are put forward, including optimizing marketing organization structure, marketing system design, strengthening product line planning, establishing marketing talent training system and improving financial management system, etc.

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A Case Study on the Integrated Development of Tea Tourism Industry in Ethnic Areas- A Case Study of Yunnan Black Tea Producing Area in Fengqing, Yunnan

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Abstract

Fengqing County, affiliated to Lincang City, Yunnan Province, is located in the southwestern part of Yunnan Province, Fengqing County, and is the hometown of Dianhong in the world. With the development of science and the progress of society, the people's economic income has been continuously enhanced, and the living standards have been continuously improved. Tourism and leisure have become more and more important in people's daily life. Tourism has also become an important industry. As one of the excellent Chinese cultures, tea culture has continued for thousands of years. The development of fast life in the new era has not buried tea culture in history, but it has been better developed. Nowadays, tea-related industries such as tea planting and picking The project is developing rapidly, and the harmony between the tea industry and the tourism industry is the general trend. The tea brigade is a project that has emerged in recent years. It combines the two with tea as the core. Tourists can not only understand the tea culture and development, but also walk into the tea garden to pick tea by hand. When leaving the tea garden, they can take it back to their relatives and friends to taste together. They can not only learn the traditional Chinese culture, but also relax away from the hustle and bustle of the city. , Kill two birds with one stone. The topic is how the tea industry promotes the development of tourism, and how the tourism industry in turn drives the sales of the tea industry. How can the two better achieve complementary win-win and coordinated development, and put forward corresponding countermeasures to these problems, hoping to provide help for the development of Yunnan tea tourism industry.

Keywords: tourism; culture; driving tea sales

Introduce

Research Background

China is the world's earliest discovery and use of tea, has a history of about 5000 years

(1) ancient tea travel at that time, tea, travel activities are limited to bashu area, but accompanied by the appearance of ancient travel (ancient tourism title), there are already travel about the tea as the theme, such

as the eastern Jin dynasty in the record. Garden has Fang Fei, tea.. ", shows that the early Western Zhou Dynasty Bashu-with tea as the theme of travel activities.Later, with the development of China's feudal society and the gradual expansion of the tea area planting, the tea-themed travel activities have also had a great development.Tourism activities are relatively prosperous.However, since the Opium War, due to the colonial rule of the imperialist powers, the social unrest and the culture were depressed, and the national tea industry has gradually declined. People have no leisure to carry out tea appreciation, tea tour activities, a large number of tea, tea farms, tea gardens barren.

(2) Modern Tea Brigade, In July 1964, the National Tourism Administration was established.China's tourism industry has entered a new period, tourism has entered a stage of rapid development, and tea-themed tourism is also gradually taking shape.With the increasing scale of tea planting, the economic effect of tea is also becoming more and more prominent.In addition, the increasingly renewal and travel of tourism concept, not only brings economic benefits but also greatly improves the popularity of the tea area.Therefore, tea tourism is an emerging expensive tour of tourism products, but it also has a long history in China.Tea is the name card of tea origin area, and tea brand has also become the largest salesman of tea tourism destination. Double brand building of tea tourism brand and tea brand has become the development significance of the purpose of tea tourism. Among them, Yunnan Fengqing and Yunnan Red is of great significance and promotes the development of tea tourism industry.We know that lincang region, including fengqing, is the main area of yunnan tea, tea since ancient times, fengqing as the whole lincang region and Burma to kunming and mainland China, a pack tea to around the world, so the road into tea ancient fengqing, yunnan black tea began in 1938, in the war of resistance, because qimen export tea fell, the tea company to open up new supply, send commissioner Feng Shaoqiu and Zheng He to test, the commissioners think the climate environment is appropriate, test the red and green tea yunnan red.Fengqing tea factory established in the same year, the first batch of 500 load sold to the UK, yunnan sold at 800 soil per pound, popular with the international market, after the founding of new China, yunnan because of its high quality and outstanding taste, got the tea saint Wu Juenong, has exported more than 100 countries and regions, and more than $500 million, made a significant contribution to the country, British Elizabeth visit to yunnan, yunnan province and yunnan province as a gift to the queen, by the queen as a treasure and brought back to the British palace storage.Fengqing County now has 300,000 mu of tea garden, which is one of the top ten tea-producing counties in China.

research problem

1. Combining the specific actual situation of the tea industry in Fengqing County and the development of contemporary tourism, how to better promote the development of tourism through the tea industry, and how the tourism industry can in turn drive the sales of the tea industry, so as to achieve a

complementary win-win and coordination between the two Development, put forward corresponding countermeasures, hoping to provide help for the development of Yunnan tea tourism industry.

2. How to promote the economic development of the local area through the tea tourism project.

3. Whether the tea brigade project can solve the low income of local farmers and whether it can change the status quo of stagnant local development and start related research.

Research purposes

Promote precise investment services. Grasp the advantages of natural advantages, location advantages and digital economy, expand the recruitment of talents, attract capital to jointly develop projects such as the integration of tea and cultural innovation, agriculture and health in Yunnan and western Yunnan, and reduce the government's financial pressure. Do a good job of feasibility assessment, and after the talents and projects are implemented, do a good job of related service guarantees and supporting rewards to stimulate talents' enthusiasm for innovation and entrepreneurship.

Grasp the internal and external environment faced by the integrated development of Yunnan's Fengqing Dian Black Tea Tourism, explore the current difficulties and problems in the development of integrated tea tourism, and put forward the layout plan for the integrated development of Yunnan's Fengqing Yunnan Black Tea Tourism, as well as related economic measures Suggest.

Scope of the study

From the domestic research on the integration of tea tourism, most of them are still on the idea of how to develop ecological and human resources. The research on the interaction of tea tourism, the laws of industrial economy, and the benefit distribution mechanism is not in-depth and needs to be focused on. This article can be divided into five parts for research. The details are as follows.

The first chapter briefly introduces the research background, research purpose, research significance, research content of the paper, and related research at home and abroad;

The second chapter is the theoretical research on the integration of tea tourism and local economic development, paving the way for the subsequent research;

Chapter 3 lists the main research methods to make the research questions more specific;

The fourth chapter analyzes the problems and reasons in the integrated development of tea tourism

The fifth chapter researches and analyzes the problems raised by the integration of tea tourism and relevant layout ideas and suggestions

Significance of research

(1)Theoretical significance: "tea tourism integration" is a new mode of tea industry and tourism integration development, it takes tea as the theme, based on tea resources, tea base as the carrier, tourism, the market as the development force, industrialization oriented, integration as the goal, form an economic chain, is a new way of comprehensive utilization of tea resources and tea products, is also a popular new tourism model.The implementation of the integrated development of tea and tourism is an important way to enrich the new forms of tourism, boost the supply-side reform of tourism, and also an effective means to drive the people of tea township well-off in an all-round way.Innovating tea tourism products with the thinking of "tea tourism" is the only way to effectively promote the integrated development of tea tourism in the tea township.The tea landscape, tea culture, tea processing and tea products contained in the tea industry are not only natural tourism elements, but also high-quality fields for the integrated development of tea and tourism, which can fully implement the integrated development of tea and tourism.

(2)Practical significance: Usually people have a strong interest in traditional culture, so in the tea tour activities, arrange some content of tea culture, such as watching tea performance, tea, watch tea dance, taste tea dishes, since learn kimchi, visit and investigate tea culture relics, etc., will bring fresh feeling, feeling, pleasure, both increase knowledge, and happy mood, achieve the purpose of knowledge.When the tea garden starts tourism projects, it can not only give full play to its own resource advantages and upgrade the tea garden into tourist scenic spots, but also enhance the popularity of the own tea garden to attract people to feel the tea culture, drive the sales of the tea industry and even the local development, so that the tea farmers can get more income.Tea gardens can also expand industrial tourism projects, Guide the introduction of tea industry processing industrial enterprises to join, Formulate relevant strategic policies, The government has also stepped up its auxiliary efforts to develop related products, There are also many health care functions in the tea industry, The healthiest drink ever made, Especially in terms of lowering cholesterol and blood pressure, Let more people know the efficacy of tea through tourism, Increase scientific research and development exchange activities in tea gardens and food, medicine and food, Can drive the sales and development of tea leaves, besides, Research projects can also be conducted, Summer camp activities with the school, Let scholars conduct a better research and examination on it, Let the children feel deeper about ecological civilization and learn about traditional tea culture.Tea culture is China's traditional culture, it is extensive and profound, far-reaching and long history, is an emerging tourism project with great development force, the future prospects will be very good.

Theoretical framework

This article combines the related literature on the combination of tea industry and tourism collected on the Internet, analyzes the current situation and existing problems of the combination of tea industry and tourism through data analysis, and how to solve these problems, providing a more complete space. And use it as an analytical framework to understand the problems and challenges faced by the tea industry and the tourism industry. In addition, this article also puts forward some countermeasures and suggestions, and provides practical guidance for the theoretical framework of this article.

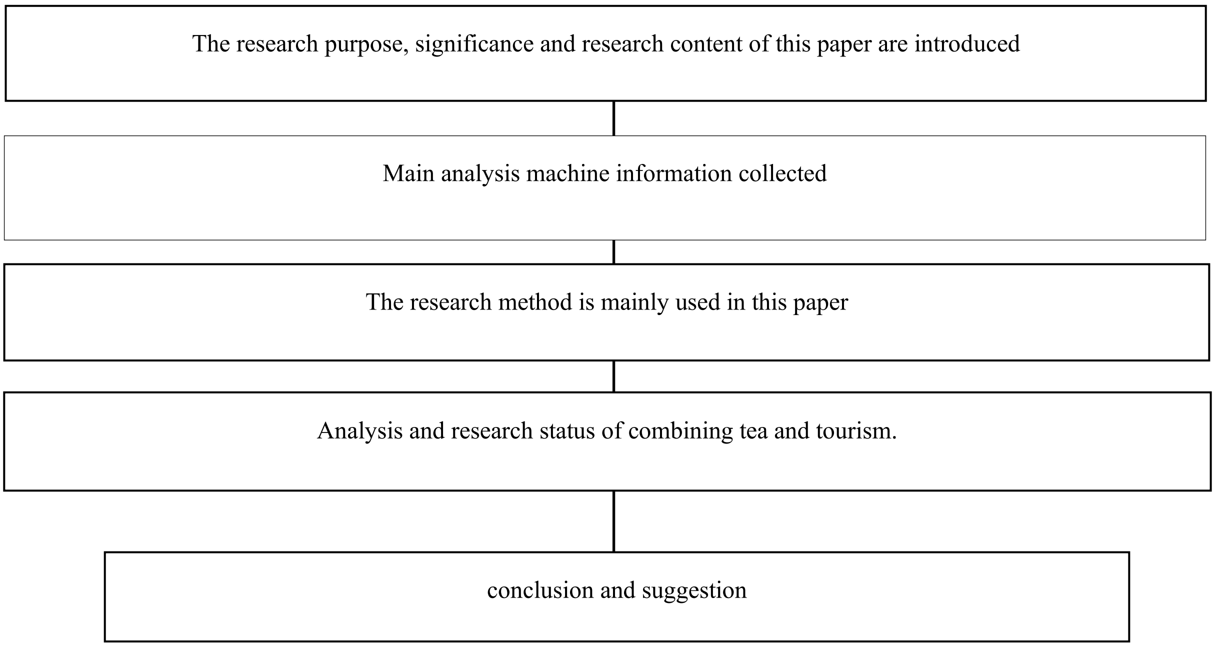

Fig.1 Technology road map

Research hypothesis

Tea promotes the development of tourism, and the development of tourism can drive the sales of tea.

Literatures Review

Overview of Domestic Research

The integration of tea and tourism is an innovative form of the vertical development of tourism.From the perspective of the concept of tea and tourism integration, Liu Chunla, Zhang Yifeng, Tan Jie and other researchers put forward that the integration of tea and tourism is an innovative form built in the development of the tourism industry and the tea industry, as well as the tourism industry and the surrounding industries related to the tea industry.The core of this kind of integration mode is the tea, economic backing is tea resources, operation power is demand, under the integration mode, tourism projects is the main content, common development is the ultimate purpose of its development, according to the industrialization of the operation of the industrial chain, in order to the comprehensive use of tea products and tea resources, it has slowly become a popular form of innovative tourism.Zhu Haiyan, Zhang Jing, Xiang Yongping, Wang Xiuping and other researchers pointed out that the culture of tea is an important composition of Chinese national civilization, which is related to tourism. It must promote the transformation of tea culture park, continue to create a new concept of tea theme tourism, and carry forward the national wind of tea culture.Qian Shuwei, He Shusheng, Liu Li, Bao Jie, Luo Zhide and other researchers proposed that the tea theme tourism products can be divided into tea folk customs tour, tea township ecological tourism, tea health care tour, tea festival tour, tea garden ecological exploration, etc.According to the analysis of the Chinese tea culture tourism industry and the background current situation, Zhang Linjie divided the tea theme tourism into four types: tea township characteristic type, natural landscape type, cultural and archaeological type and agricultural ecological type.Xu Yongcheng pointed out that due to the continuous development of tea culture, tea-theme tourism has formed a scale.At present, China's tea industry has played an influence in the world, and China's comprehensive national strength has surpassed Japan to become a world power. Under the background of this kind of great economic prosperity, China will become the largest main tea body tourism holy land in the world.The root of tourism is culture, and the soul of tea-theme tourism is "tea culture".Cao itu, Yuan Benhua and others believe that the development of tourism is not only an economic and management process, but also a way of cultural communication.To a certain extent, the essence of tourism, tourism operated alone from culture belongs to the primary stage industry. This kind of tourism development only gives birth to a number of inferior projects with a very short life, which will be eliminated by the market in the fierce competition.According to the actual mention of Yongchuan tea tourism development practice, Song Ding should be closely revolve around the theme of tea, develop the tourism industry, and always take the tourism brand-oriented road.The integration of tea and tourism is a kind of transformation of ecological tourism.The so-called ecotourism refers to the idea of sustainable tourism and the activity form of tourists, tourism products and the combination between the two can be realized through the comprehensive integration and space of the ecological tourism destination.This form of tourism takes the premise of protecting the natural ecological environment and runs the concept through the whole process of tourism.In addition, in many tea-producing countries in the world, the integration of tea and tourism is also one of the important development trends.

Current status of foreign research

QYResearch predicts that North America has a market position over the past few years and is expected to remain stable in the future, especially in the United States, which will have an important impact on the development of global tea tourism.In terms of the current form, the global changes are fast and unpredictable. The future development of the tea tourism industry will be full of more variables, and we need to pay close attention to the development dynamics of the market.Ian Gibbs), the chairman of the International Tea Committee, pointed out that there is a big gap between global tea production and consumption, and tea consumption still has great potential to be explored, such as Mexico with coffee as the main drink, tea consumption has increased significantly in recent years.Ian Gibbs believes that the current governments, enterprises and tea industry people should work together to expand new markets, expand tea consumption demand, and increase tea consumption in the existing market, and promoting tea through tourism is a good way.

Research Methodology

This article uses a quantitative analysis method to analyze the integration of tea tourism integration, and discuss the internal and external environment facing the development of tea tourism integration in Yunnan. In the empirical analysis stage, scientific statistical analysis is carried out on the interactive relationship between Yunnan tea industry and tourism industry, economic effects and other data.

Document search method

By consulting a large number of relevant documents at home and abroad, we can have a comprehensive understanding of the integration of tea and tourism, fully understand the current situation of the integration of tea tourism, analyze the current problems, and put forward suggestions to provide a theoretical basis for the smooth progress of this article.

Case analysis method

Before conducting quantitative research, this article selects a case to analyze the current situation of the integrated development of tea industry and tourism as a reference, combined with the results of quantitative analysis, to provide suggestions for value co-creation. First of all, in recent years, with the rapid development of the tea industry and tourism, the integration of the tea tourism industry is an unprecedented way of tourism. Different from traditional tourism methods, it can better allow tourists to experience the greatest pleasure of making tea and drinking tea, thereby creating a new tourism direction. With the development of the tea industry in recent years, almost every family will drink tea. But only a few people know how to make tea, and the combination of tea industry and tourism has just solved this problem, and at the same time it has promoted the development of local tourism and economic development. China should actively respond to the rise of this tourism model and promote it. develop.

Finding and Conclusion

Taking Fengqing area as an example, this paper analyzes the impact of the integration of tea tourism on the economy through theoretical and empirical analysis, and the main conclusions are as follows:

1. There are a lot of problems in the integrated development of Yunnan Black Tea Tourism in Fengqing, Yunnan

(1) Lack of strong tea brand support, insufficient product standardization, many fake and inferior products, and single sales channels, most of which are offline sales, and the products cannot be effectively and quickly sold all over the world.

(2) The local people's cultural level is relatively backward, their thinking is outdated, and they are unwilling to accept new things, resulting in backward management of tea gardens, backward infrastructure, and low industry thresholds that cannot be properly resolved.

(3) The lack of high-end and high-grade bright spots, low publicity efforts and insufficient capital investment have led to difficulties in the transformation of tea gardens, and the stagnation of the project has been unable to achieve effective development.

Recommendation

1. The country should envisage a tea garden complex integrating circular tea industry, creative agriculture, and farming experience, explore and summarize the successful model of integrated development of primary, secondary and tertiary industries in rural areas to create a tea industry chain integrating planting, processing, sales and services, and gradually out of an agriculture The development road of modern tea industry with Fengqing characteristics is the development of parks, scenic parks, and tea tourism integration.

2. Make great efforts to improve infrastructure construction and accelerate the pace of upgrading and transformation of tea gardens.

3. Intensify the introduction and training of talents, open up multiple different sales channels, increase product standardization, and crack down on counterfeit and inferior products.

4. Fully explore the connotation and experience of tourism culture, closely focus on the strategy of integrated development of tea tourism, and gradually promote the local economic development.

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Case study of education and local economic development

— takes Lincang area as an example

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Abstract

With the development of modern society, the increasingly close relationship between education and economy, the level of education, directly affects the level of regional economic development, on the one hand, the development and progress of education, more and more inseparable from the development of economy and production, on the other hand, the development of economy and production is more and more inseparable from the development and progress of education.Developing education to improve the transformation of scientific and technological achievements and the start of education consumption will play a positive role in promoting the development of local economy.In recent years, lincang city local government attaches great importance to education, vigorously support the development of education, so education also directly or indirectly affected the development of lincang area, made great contributions to the local social and economic development, the article uses a variety of methods combined with related cases, studied the education on the basis of the development situation how to directly and indirectly affect the local economy, and give answers.

Key words: education,influence, local economic development.

Introduction

Research Background

Lincang city, Yunnan province in the southwest border, belongs to the fifth line city, according to statistics fifth line cities are small, poor economic foundation, insufficient transportation, large enterprises is limited, agricultural population still occupies a large proportion, Lincang, prices compared with other fifth line cities generally high, prices increasing year by year, according to Lincang city statistics bureau, in 2020 total production value (GDP) 82.132 billion yuan, up 3.7% over last year. The G D P rose from 2016 to 2020, which is inseparable from the impact of education on the local economy.

As early as 2008, Lincang City Education Bureau Party Secretary, Director Shi Zhisheng published, emancipate the mind to promote the sound and rapid development of education in Lincang, In order to meet the needs of educational development, We will increase investment in education, We will gradually increase government spending for education at all levels to 4% of the GDP, Further increase financial investment in education, Must use the historical vision and the spirit of The Times, A forward-looking, scientific, forward-looking, systematic and pragmatic view of education, Further emancipate the mind, Deepen education and education reform, Strive to build a modern education system that conforms to the requirements of The Times and has a practical and coordinated development, To promote the sound and rapid development of education, Thus, Lincang City Education Bureau attaches great importance to education, We will spare no effort to vigorously support the development of education.

Lincang No.1 Middle School was established in 1930 in a provincial key middle school in Lincang City, Yunnan Province. School with strict rules and regulations and unique teaching mode throughout the city in the top three enrollment rate in the province, the counties and related students parents into the goal, and afternoon and founded the day has experimental primary school and middle school, the city fame brought a large number of foreign population, Lincang each county level related city personnel also rushed to Lincang rental, foreign population directly affected the rise of housing prices and prices, education consumption greatly driven the development of Lincang local economy.

Since the last century, capital, natural resources, technology and education have been praised as the four elements to improve the level of economic development. With the development of knowledge economy, the status of these factors in economic growth has gradually undergone subtle changes. The theoretical study of new economic growth shows that the importance of material capital in economic growth is further reduced, the economic development of developed countries in Europe and America is mainly due from the quality of human capital and technological progress, rather than on material capital investment; the declining status of natural resources is no longer as strong as before; the status of technological progress is still important, but its expression in economic development is constantly changing; so the role of education is emerged as the most important factor in economic development.

Research Problems

(1) This paper studies the development of education as an important way to promote local economic development.

(2) Through case studies how education promotes economic development and prepares a new workforce for economic development.

(3) How to promote the coordinated development of education and local economy.

Objective of the study

With the rapid development of China's science and technology, the increasing application of new technologies and the continuous advancement of the industrialization of high-tech technologies, especially the shortage of senior application-oriented talents will become more and more serious. If education cannot undertake the heavy training task, human resource problems will surely become the "bottleneck" of economic development. At present, many places show that the unemployed cannot find their jobs, and the applied talents cannot be hired, which highlights the changes in the human resources demand brought about by the industrial adjustment. From this point of view, advanced talents can be introduced, but the formation of a high-quality labor force must rely on education, so it is particularly urgent to vigorously develop education.

Scope of the study

On the basis of the theoretical analysis of education and local economic development, this paper analyzes the current situation and existing problems of educational development in Lincang City, discusses how to coordinate education with local economy, and finally puts forward the policy suggestions of education to promote local economic development. On the basis of previous studies, the driving role of education development level on local economic growth is analyzed. In addition, to investigate the coordinated development of education and economy, and to analyze the transmission link between education and economy from an empirical perspective, the text of this article is divided into the following five chapters:

Chapter first chapter briefly introduces the research background, research purpose, research significance, research content of the paper, and relevant research at home and abroad;

The second chapter is the theoretical study of education and local economic development. This chapter first analyzes the relationship between education and local economic development, and then analyzes the impact and requirements of local economic development on local education, laying the theoretical foundation for the later research; Chapter III lists the main research methods to make the research problems more specific;

Chapter third chapter lists the main research methods, using quantitative analysis, literature search and case analysis, to make the research problems more concrete;

Chapter fourth chapter analyzes the current situation and main problems of local education development, first examines the current situation of education development in China and the problems existing in local education development, and then analyzes how to analyze the coordinated development of education and local economy;

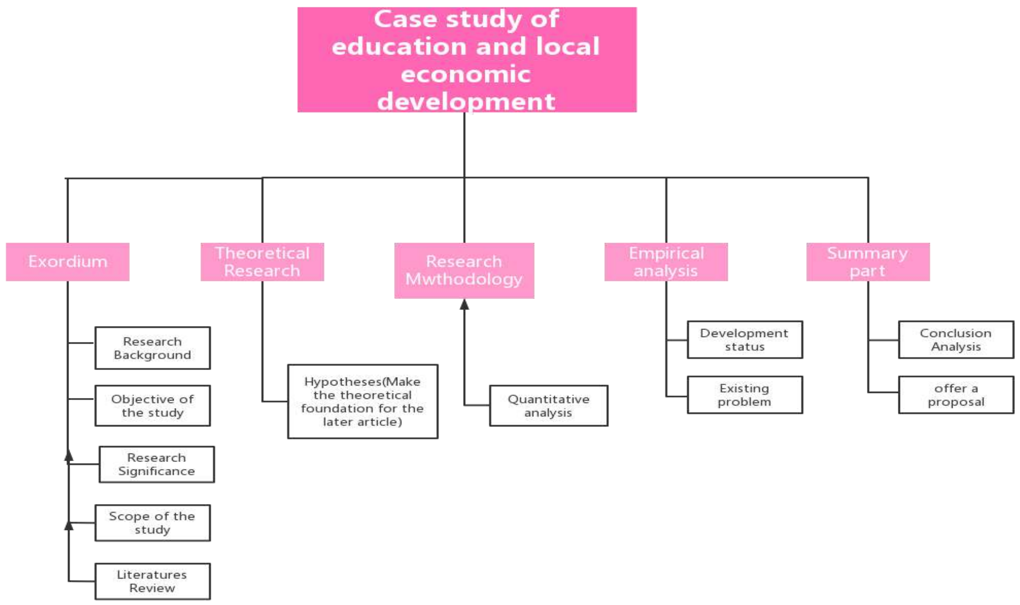
Chapter V concludes and analyzes the research issues, and gives policy suggestions for education to promote local economic development.

Research Significance

The relationship between education and economy has always been a hot social issue, and it is also one of the research interested in educational economists. In today's era, science and technology are constantly progressing, the economic strength of the region has been improved, the national education level must keep up with the speed of economic development, and the economic development in the final analysis is the improvement of human capital. The increase of government investment in education has also promoted the formation of human capital and the speed of scientific and technological innovation, thus promoting the development of the whole economic level. Education and economy should be interlinked and have mutual cause and effect.

The level of economic growth in a country or region depends on the quality of the labor force, and the main way to improve the quality of the labor force is educational activity. Education can improve the quality of workers, and high-quality workers can create more material and spiritual wealth, thus indirectly promoting economic growth. Knowledge economy and material economy are the same, and there is also a complete reproduction process of production, distribution, circulation and consumption. Among them, distribution is the dissemination of knowledge economy, is people's learning, and people's learning is completed through education. Therefore, the connotation of education development is profound and is of great significance to economic growth.

Theoretical framework



Hypotheses

Education drives economic growth, which in turn promotes education.

Literatures Review

Overview of domestic research

According to domestic research, as early as BC China, Mozhai put forward "teaching people to do more", but the idea on the economic utility of education has not been theorized and systematic. It was not until after the Third Plenary Session of the Eleventh Central Committee that Chinese scholars were committed to studying the economic utility of education.

In the early 1980s, famous scholar Li Yining successively published ((On the Role of Education in Economic Growth "(1981)," Intellectual Investment and Knowledge-intensive Economy "(1983)," Trial on the basis for the Reasonable proportion of Education Funds in the National Economy " (1984) and other articles. In 1988, Shanghai People's Publishing House published the book Education Economics Research, edited by Li Yining, which mainly expounds the international comparative issues of education investment, and makes the historical analysis, evaluation and prediction of China's education investment.

From 1992 to 2003, the panel data finally showed that human capital has a significant impact on China's economic growth.

Wu Yiying (2002) believes that the relationship between education development and economic growth is inseparable and interdependent; active adaptation and mutual coordination.

Yao Yilong, Lin (2005), China in low-income, medium and high-income Brazil, and high-income Britain, the United States, Canada and Japan, confirmed that there is a two-way causal relationship between education and output indicating the positive economic impact of education in countries with varying degrees of development.

Li Ping (2006) believes that there is a very complex relationship between the higher education and regional economic development in China, and the development of social and regional economy is the condition and motivation for the development and reform of higher education.

Chen Hao (2007) introduced the structural factors into the human capital analysis framework, and adopted the panel data of various provinces and cities for empirical research, which finally showed that human capital has a significant impact on China's economic growth.

On January 4,2009, Wen Jiabao, member of the Standing Committee of the Political Bureau of the CPC Central Committee and Premier of the State Council, delivered a speech entitled "Centennial Plan Education Based" at the National Leading Group for Science and Technology Education. In his speech, Wen Jiabao pointed out that the study and formulation of the Outline of the National Medium-term and Long-term Education Reform and Development Plan is a major event that the current government must focus on doing well. At present, in the critical period of responding to the impact of the international financial crisis on China's economy and promoting steady and rapid economic development, it is important to put education is of both urgency and far-reaching significance.

Wang Shufen and Zhao Xuezhen (2010) believe that there is a strong correlation between Chinese education investment and education output and economic development, and the continuous development of education has a significant impact on the economic development ability.

Li Xiaohong (2013) pointed out that if we want to ensure the building of a moderately prosperous society in all respects by 2020, the contribution rate of scientific and technological progress to economic growth will increase significantly and enter the ranks of innovative countries, we must give priority to the development of education and use the development of education to drive economic development.

University World News Network (2014) published an article "Rise of Postgraduate Education Fuels Asia's Economies-UNESCO, The Rise of Graduate Education" (the last 20 years), the rapid development of higher education to the economy, the contribution and its development trap.

Wang Yinjun (2018) conducted an empirical analysis of the effect of education affecting economic growth by constructing a fixed-effect panel data model. The research results show that from a national perspective, the education expenditure obviously promotes the economic development, which is driving the economy over time.

Zhang Haifeng (2021) proposed that the study of education and economic relationship is the core theme of educational economic research.

Overview of foreign research

The Economist economist who systematically discussed the economic supply of education was the British classical economist Adams Smith, who for the first time regarded human experience, knowledge, and ability as an important part of national wealth and an important factor in the development of production. It is pointed out that " learning is a kind of talent, must be educated, must go to school, must be an apprentice, the cost of a lot. A lot of such wasted capital has been realized and fixed to the learners. These talents, for him personally, are naturally a part of his wealth, and for the society to which he belongs. The degree of proficiency of workers that facilitate labor and save labor can also be regarded as fixed capital in society. During the learning time, it will cost a fee, but the cost can be repaid and also make a profit. "Thus it reveals that people's knowledge, economy and talent are a kind of productive capital and plays an important role in social production. This provided a clear thinking for the later creation of human capital theory.

From the perspective of modern economic growth economics, the modern scholars who really regard education as an endogenous variable of economic growth is Robert Merton Solow. In 1957.Solo uses the total amount production function method. The evaluation and statistics of the promotion of labor, capital, scientific and technological progress in the United States economic growth from 1909-1949, which actually indirectly indicate the contribution of education to economic growth.

The most comprehensive and classic theory related to education and economic growth is the human capital theory. Schultz delivered a speech entitled "On Human Capital Investment" at the 1960 Annual Conference of American Economics, which systematically and deeply discussed human capital theory and created a new field of human capital research. Schultz believes that capital includes both human capital and material resources capital. One, they are similar, are formed through investment; the other is different, human capital relative to material capital, with high efficiency, efficiency, pleiotropic, indirect, and loss, and the ownership of human capital is generally can not be as transferred as material capital. Schultz, from a macro point of view, put forward education as the source of economic growth and a means to narrow the difference in income, systematically and deeply discussed the theory of human capital, and created a new field of human capital research.

After Schultz, research on how education contributed to economic growth showed diversity. Scholars represented by Baker and Denison thinking along Schultz human capital theory, Denison thinks that economic growth factors into two categories, one is the factors of production, one is factors of production productivity, knowledge progress can make the production of the same factors of production required to reduce, and promote economic growth of new technology only in knowledge progress, can play a role. Denison classified economic growth into two categories: increased factor input and increased factor productivity. Among them, factor productivity is decomposed into 23 factors, such as knowledge progress, improved resource allocation and scale saving. By calculating the relative role of factors from the average growth rate, he compared the relative importance of factors to economic growth. In calculating the contribution of increased education to national income growth. Denison classified improved education into the category of increased human capital investment, and regarded improved education level as promoting the quality of human capital, thus a major impact on the economy. This calculated that 20% of US growth between 1922-1957 was attributable to education, an approach widely recognized and decomposition results widely cited.

By the 1980s, the role of education on promoting economic growth was also concerned by the "new economic growth theory". Romer and Lucas, creators of the New Economic Growth Theory, argue that investing in human capital elements such as education, training, and scientific research can effectively address diminishing benefits and thus achieve long-term economic growth. Labor force obtains knowledge, improves marginal productivity, and becomes one of the important factors in production input.

After the 1980s, economists have applied sunlight to the international trade theory to the educational research on the economic growth page. Economists have found education in some export-like nature, which can not only directly form human capital, but also promote production in other sectors through multiple paths. This unique way of thinking has greatly broadened the scope of the relationship between education and economic development, so it has attracted more and more attention from scholars.

Research Methodology

Quantitative analysis: On the basis of the development situation, this paper directly or indirectly affects the local economy.

Find the literature methods: through the investigation of the relevant literature, obtain information, have a comprehensive and correct understanding of the necessary research problems, understand the history and current situation of education and economy, analyze the existing problems, and put forward suggestions on the relevant problems, to provide a factual basis for the smooth progress of the research.

Case analysis method: combine the quantitative analysis results with the cases of education to promote the economic development of Lincang area, study the relationship between education and economy, put forward relevant questions and give answers.

Finding and Conclusion

This paper takes Lincang area as an example to analyze the influence of education on the local economic development, and the main conclusions are as follows:

(1) Education and local economic development influence each other and promote each other, and there are close links. On the one hand, education is the booster of local economic development, mainly manifested in it as follows: education provides talent support for local economic development, education investment plays a role in promoting local economic development, and education provides a creative base for technological innovation. On the other hand, the development of the local economy promotes the change of the education system, mainly manifested in: the level of the local economic development determines the scale and development speed of the education. Local economic and industrial structure determines the professional structure of education. Local economic and technological structure determines the hierarchy of education. Like the economic field, there is also an advanced advantage in education. Education can fully make full use of the late-comer advantages to promote the leapfrog development of the local economy.

(2) Combined with the research problems, it is known that the relationship between the education development in Lincang area and the economic development of Lincang exists, which can develop education as an important way of economic development, but not as the only way;

(3) To promote the coordinated development of education and local economy is mainly manifested as: the local economic structure, the traditional teaching mode and the social practice requirements, the old teaching plan corresponds to the high-skilled talent training goals, and the conservative curriculum system conforms to the characteristics of the educational era.

Recommendation

1. Cultivate high-quality workers, education is the first

The comprehensive improvement of education level is the basis and premise for the improvement of the quality of workers, and the quality of workers directly affects the development of economic construction.We must attach great importance to the cultivation of youth cultural quality, vocational skills and innovation ability strategically, and comprehensively improve the knowledge and skills and cultural quality of the educated, so as to provide sufficient high-quality workers for promoting the economic development of districts and cities.

2. Education promotes the economic development of the district and the city, with investment going first

The increase of investment can promote the expansion of quality education resources, not only can make education training more and better talents, drive the development of related industries, and, education in promoting social and economic development at the same time, itself also got the development, education in create benefits for other related industries and departments at the same time, itself also created benefits.The two show a dialectical mutually beneficial relationship to form a virtuous cycle.Therefore, investment in education is actually investment economic construction.

3. To create the characteristics of local economic development, culture comes first

We must pay attention to the development and inheritance of traditional culture, pay attention to education and create excellent humanistic spirit with local cultural characteristics and advanced characteristics, and then condense into cultural power advantages, so as to build a strong force to boost regional economic growth.

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Analysis on marketing strategy of new energy vehicles at Liuzhou city in China

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Abstract

This research paper aimed to analyze on marketing strategy of new energy vehicles at Liuzhou city in China. The specific objective of this paper was to explore how Effective automobile marketing strategy of new energy vehicles, to study how to apply the strategy to attract consumers from the beginning of new energy vehicles and to analyze how relationship between the new energy vehicles at Liuzhou city and future development trend of new energy vehicles. New energy vehicles are a technological revolution in the automotive industry, which has changed the pattern of the original automotive industry to a certain extent. With energy consumption and environmental pollution becoming more and more serious today, new energy vehicles are becoming the trend of future industry development. Governments of various countries spare no effort to promote new energy vehicles. In this paper, marketing strategy of new energy vehicle is the relationship between product strategy, placing strategy, pricing strategy, promotion strategy and the future development trend of new energy vehicles. Moreover, digital marketing such as video marketing strategy, online review management strategy, creating a user-friendly web experience strategy and SMS marketing strategy actually provide a handful of unique opportunities to showcase the future development trend of new energy vehicles at Liuzhou city in China.

Keywords: New energy vehicles, product strategy, placing strategy, pricing strategy, promotion strategy, digital marketing strategy.

Introduction

This study conduct analysis on marketing strategy of new energy vehicles at Liuzhou city in China. Although the prospects of new energy vehicles are broad, the research on the marketing strategies and models of new energy vehicle companies is very limited. The Transportation Research Institute of Waseda University found that Japanese consumers are increasingly willing to use new energy vehicles (Egbue, & Long,2012). According to a survey of global car consumers, Rwe Group found that Indian consumers are most willing to buy new energy vehicles, followed by Chinese consumers (Jansson, Nordlund, & Westin, 2017). Chinese scholars have recently conducted research on new energy vehicles. Xu & Xu, (2010) pointed out that urban residents are more willing to buy new energy vehicles, but the actual purchase behavior is less, mainly concerned with issues such as safety, after-sales service, parking lot, and energy supplement.

Jin (2012) pointed out that compared with China, Japan's new energy vehicle market has gradually developed. Xie (2013) proposed that new energy vehicle companies should focus on public transportation systems and leasing services, and use effective market strategies to expand the market for new energy vehicles in the public transportation field (Xie 2013).

Sang & Zhang pointed out that although the new energy vehicle market is supported by the government, the market response is not good. So far, few studies have made effective marketing suggestions for actual companies. Therefore, this article mainly discusses the status quo, market status and future development trends of new energy vehicles at Liuzhou city in China, analyzes the internal and external environment and competitive advantages and disadvantages of new energy vehicles at Liuzhou, and then looks for potential problems in new energy vehicles at Liuzhou city marketing strategies (Sang & Zhang, 2014).

Research Background

Liuzhou is located in the Guangxi Zhuang Autonomous Region in southwest China. The penetration rate of electric vehicles is second only to Oslo, Norway. Due to the popularity of electric vehicles, Liuzhou has very good air and water quality. Due to the municipal government's efforts to make Liuzhou an electric vehicle manufacturing center and to work together to overcome concerns about range, reliability, and battery safety, local automaker SAIC-GM-Wuling's electric vehicles have been used for most of the past few months. It has always been the best-selling car in China, beating the American company Tesla Inc (Ma, Fan, & Feng, 2017).

A Bloomberg report on June 27 stated that Liuzhou City's successful method of expanding the production and use of electric vehicles may provide a blueprint for other cities in the world to help them achieve their ambitious emission targets. According to the report data from Guangzhou-based, consulting company WAYS Information Technology, nearly 30% of the cars sold in Liuzhou last year were electric vehicles, making this city with a population of 4 million effective capital for the world's largest electric vehicle market. (Bloomberg, 2021).

Since cars can be charged through ordinary household sockets, Wuling can install charging points throughout Liuzhou at a fraction of the cost of typical electric vehicle infrastructure. There are currently about 30,000 charging points in the city. According to the report, another temptation for buyers is that electric vehicles can drive on dedicated bus lanes, which is a privilege to save time during peak hours or traffic jams. The report added that the city has also introduced a series of incentives, from extensive test drives to free parking and tens of thousands of charging points to encourage people to buy electric cars (Wang, 2013).

According to Zhang, & Wang, (2019), Liuzhou's strategy may also have guided significance for automakers such as General Motors and Volkswagen, which are injecting tens of billions of dollars in high-risk bets on the future of electric vehicles. According to Bloomberg News, new energy vehicles accounted for slightly less than 4.5% of global passenger car sales last year. The environmental benefits are also there. In 2021, the water quality of the Liujiang River in Liuzhou ranked first among China's inland rivers. In addition, the report stated that in 2021, the city's daily air quality will be rated as excellent about 97% of the time (Zhang, & Wang, 2019).

It also stated that Liuzhou plans to provide more support to the industry by encouraging localization of the supply chain, supporting technological innovation and exports. Environmental and energy issues are the main problems faced by countries in the process of economic development. However, the high pollution and high energy consumption of traditional fuel vehicles have an increasingly negative impact on people's survival and development, and the energy transition of the automotive industry is imminent. In this context, global car companies have launched new energy vehicles, mainly hybrid and pure electric vehicles. This kind of automobile has less pollution, low energy consumption, intelligence and humanization, which meets the needs of automobile transformation. Governments of various countries have also introduced policies to encourage the development and production of new energy vehicles, laying the foundation for the rapid development of new energy vehicles (Zhang, & Wang, 2019).

Research Problems

There is still a certain gap between the development of Liuzhou's new energy vehicles and the international advanced level. The supporting parts, charging stations, repair shops, etc. have not yet formed a certain scale. This situation places certain restrictions on the development of Liuzhou's new energy vehicles. In addition, compared with the world's advanced level, Liuzhou's new energy vehicle core technology is still in a relatively backward position. Compared with traditional energy vehicles, the core components of new energy vehicles are mainly batteries, motors and control systems. Liuzhou's new energy vehicle is still lagging behind in these core technologies (Kimble, 2013).

Moreover, the vehicle registration quota policy provides privileges for electric vehicles and uses electrification plans that focus on local fleets (such as taxi fleets and car-sharing vehicles) to stand out in the electric vehicle race. However, Liuzhou does not have a vehicle registration quota policy. In addition, most of the electric cars sold in Liuzhou are purchased by individuals, not by fleets. In view of this, what has Liuzhou done to achieve such impressive results? Therefore, the problem of this research is how to attract consumers from the beginning and how to use policy tools to serve the consumers new energy vehicles at Liuzhou city (Wang, 2013).

Objective of the study

This study aims to analyze on marketing strategy of new energy vehicles at Liuzhou city in China. The specific objective of this paper is as follow;

To explore how Effective automobile marketing strategy of new energy vehicles at Liuzhou city

To study how to apply the strategy to attract consumers from the beginning of new energy vehicles at Liuzhou city.

To analyze how relationship between the new energy vehicles at Liuzhou city and future development trend of new energy vehicles.

Scope of the study

This study was conducted analysis on marketing strategy of new energy vehicles at Liuzhou city in China. Researchers contribute the ideas on the main scope of effective strategy of new energy vehicles such as product strategy, pricing strategy, placing strategy and promotion strategy to automotive industry and new energy vehicles users. New energy vehicles' users would learn about knowledge and experiences of automobile production strategy, pricing strategy, placing strategy and promotion strategy of new energy vehicles at Liuzhou city.

Research Significance

As the concept of marketing strategy takes root in the hearts of the people, the development of new energy vehicles has become an inevitable trend. All sectors of society are paying attention to new energy. The Liuzhou city government also strongly supports the development of the industry. However, as an emerging industry, the development of the market has also brought many problems. Therefore, this article analyzes and recommends new energy vehicle marketing strategy. On the one hand, it implements the marketing theory and promotes the marketing strategy of new energy vehicles. Moreover, it can provide reference for other domestic new energy automobile brand marketing strategies and promote the sustainable development of the new energy automobile industry in Liuzhou City.

Literatures Review

Now a day vehicle is like a breathing person. No one can meet their daily needs without taking a vehicle. According to the marketing strategy of the automotive industry, it aims to reach more customers, sell more cars and parts, and stay ahead of the competition and eventually develop the business.

Several members of the international automobile industry, including Japan, and South Korea also believe that there is a high potential market for EV technology in Liuzhou city and local companies are working on them to introduce EVs technologies. An electric vehicle is an automobile that is powered by one or more electric motors, using the electric energy stored in the batteries. Electric vehicles create less pollution than petrol vehicles, so they are environmentally friendly alternative to petrol vehicles (Sierzchula, Bakker, Maat & Van Wee, 2014).

Jeffrey K. Liker who studies automotive marketing strategy at the University of Michigan, said: "In order to maximize overall profits, companies must minimize costs and increase sales. Developing a successful automotive marketing strategy is a stepping stone to business success." Today, people have become a major customer, so they must provide the best cars. Companies must understand this demand, because this is a simple vehicle marketing strategy (Jin, 2012).

According to Xie, (2013), the way to improve marketing strategy of vehicles analyze that product strategy, price strategy, place strategy and promotion strategy (Xie, 2013).

Product Strategy defines to improve product quality and design new products based on user experience. As an indispensable means of transportation, any unreasonable parts and design may cause product quality problems and even endanger the personal safety of passengers and drivers. It will also have a fatal impact on the reputation of the new energy vehicles.

Placing strategy means that actively use e-commerce to broaden online sales channels. According to the latest data from the China Internet Network Information Center, the scale of Internet users has exceeded 800 million, the penetration rate has reached 57.7%, and the scale of mobile phone Internet users has reached 788 million. The Internet has become an important channel for people to search and purchase. At the same time, it cooperates with mainstream automotive vertical e-commerce platforms and integrated e-commerce platforms to make full use of network technology for precise advertising.

Pricing strategy means the implement a differentiated penetration pricing strategy. Penetration pricing is the use of lower prices to rapidly increase sales and increase market share, so as to achieve the goal of quickly seizing the market. Judging from the current situation new energy vehicle, its current goal should be to seize market share and take profit growth as a secondary goal. At the same time, penetration pricing does not mean that companies must always pay attention to low prices. A simple low price will cause consumers to doubt the quality of the product. Differential pricing should be implemented for the target group.

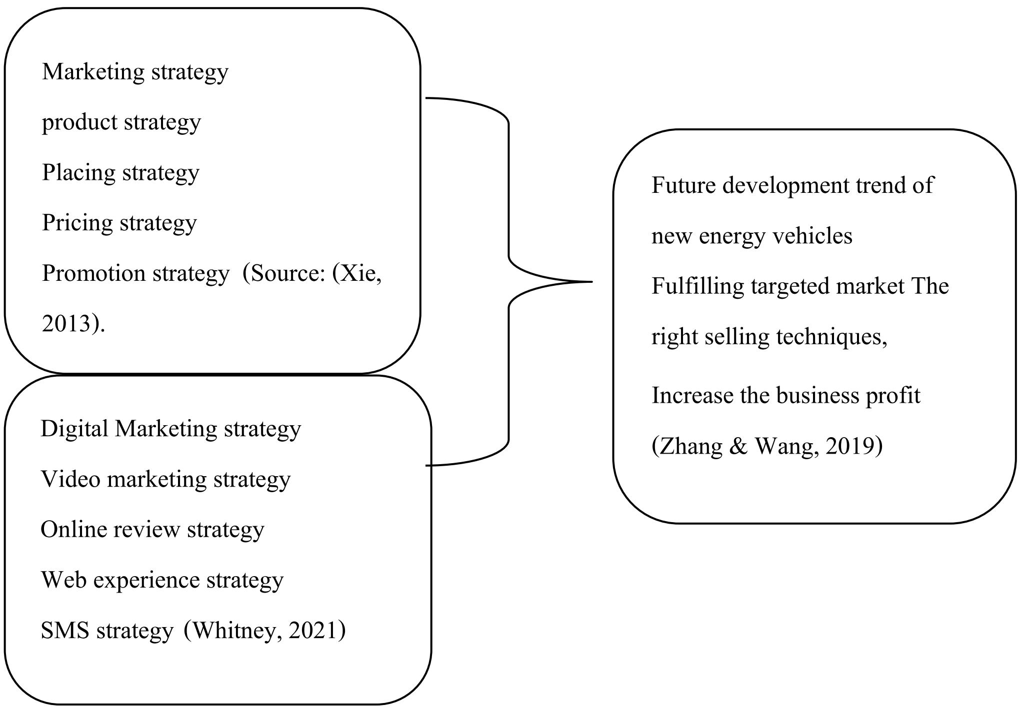
Promotion strategy can spread brand information through the integration of various channels to enhance consumer brand awareness. In addition, new vehicles can also hold exhibitions to allow consumers to fully experience new energy vehicles and better promote Liuzhou City and products. Furthermore, enterprises must actively assume social responsibilities. For example, by sponsoring and supporting public welfare activities, Liuzhou can establish a responsible corporate image, win the recognition of consumers, especially young consumers, and enhance its brand image (Xie, 2013).

Automotive online marketing strategies: Digital marketing such as video marketing strategy, online review management strategy, creating a user-friendly web experience strategy and SMS marketing strategy actually provide a handful of unique opportunities to showcase the products and convert leads to have never previously reached. The shift to web-based interaction has affected almost every industry, but potential car buyers in particular will use the Internet to make the best purchasing decisions. The automotive industry is one of the six industries where most offline purchases always precede online research including viewing reviews. By focusing on online car marketing, shoppers in your area can find and choose them, whether they are looking for a new car or a used car. Only 8% of second-hand car buyers rely strictly on dealer sales staff to make decisions. The other 92% are largely affected by the information they find online (Zhang & Wang, 2019).

Research Methodology

This paper was documentary research based on past studies of various scholars such as books, newspapers, magazines, journals, articles, websites and other internet sources. But this research paper was accounted for time limitation depending on time frame study. The study was directed by different theories and literature related to marketing strategy of new energy vehicles and future development trend of new energy vehicles at Liuzhou city in China. There is a lack of empirical evidence on whether strategic marketing management can improve the strategies performance. Therefore, the study focuses on the adoption of effective automobile marketing strategy of new energy vehicles and how to apply the strategy tools to serve the consumers in the new energy vehicles at Liuzhou city.

Figure: Conceptual framework



Finding and Conclusion

The core concept of marketing strategy of new energy vehicle is the relationship between product strategy, placing strategy, pricing strategy, promotion strategy and the future development trend of new energy vehicles. For marketing automobiles, it is challenging to define and decide what marketing strategy should be the backbone of the current market which could then be the catalyst for the future development trend. In this research paper, as a new automobile manufacturer, there is the key advantages that can capitalize on to grow future development trend for new energy vehicles.

Moreover, Whintney, 2021 also states that there is also relationship between digital marketing such as Video marketing strategy, Online review strategy, Web experience strategy, SMS strategy and future development trend of new energy vehicles dealing with fulfilling targeted market, the right selling techniques, Increase the business profit. Automotive marketer vehicles need to not only ensure but also have GOOD reviews to go above and beyond to ensure these glowing reviews are everywhere they can possibly be. Yelp, Google, social networks, own website—ensure all of digital marketing are covering all the bases of strategy to improve to take things a step further by creating customer success stories and videos with the most valued customers, and use these in various places, like paid social ads, own website, or newsletter (Whitney, 2021).

Since vehicles can be charged through ordinary household sockets, Wuling can install charging points throughout Liuzhou at a fraction of the cost of typical electric vehicle infrastructure. There are currently about 30,000 charging points in the city. According to the report, another temptation for buyers is that electric vehicles can drive on dedicated bus lanes, which is a privilege to save time during peak hours or traffic jams. In Bloomberg website, the report added that the city has also introduced a series of incentives, from extensive test drives to free parking and tens of thousands of charging points to encourage people to buy electric cars.

Moreover, Liuzhou's strategy may also be inspiring for automakers such as General Motors and Volkswagen, which are injecting tens of billions of dollars in high-risk bets on the future of electric vehicles. According to Bloomberg News, new energy vehicles accounted for slightly less than 4.5% of global passenger car sales in 2020 (Sadiq, 2021).

The environmental benefits are also there. In 2020, the water quality of the Liujiang River in Liuzhou ranked first among China's inland rivers. In addition, the report stated that in 2020, the city's daily air quality will be rated as excellent about 97% of the time. Liuzhou plans to provide more support to the industry by encouraging localization of the supply chain and supporting technological innovation and exports (Zhang, & Wang, 2019).

Recommendation

Through analysis, this article puts forward some suggestions for the future marketing development of new vehicles at Liuzhou City. First of all, Liuzhou should focus on young people who are curious about cars and technology, and create products with a sense of technology, large space, and competitive prices. Secondly, Liuzhou should enrich its product structure, starting from low-end and small electric vehicles, and gradually extending to mid-range pure electric vehicles. Liuzhou should gradually build a product structure covering the middle and low-end markets, increase small cars or compact cars, and develop SUV systems according to the different uses of the products.

Then, in order to expand consumer contact channels, the company should strengthen its network layout in second- and third-tier cities, form strategic alliances with industry giants and upstream and downstream industrial chains, and use e-commerce to expand online sales channels. Finally, Liuzhou City cars should be positioned in the "60,000-80,000" pricing range and implement the "bare car sales + battery lease" marketing model. Finally, Liuzhou must actively integrate various channels to disseminate brand information, establish consumer brand awareness, deploy hot green sharing and Real Leasing business, and reduce the purchase resistance of target groups.

In order to become the preferred car dealer in Liuzhou City, the automotive marketing strategy must prove to car shoppers that Liuzhou City lead them to a successful car buying experience. By using modern channels to promote the dealership, it stand out even in a saturated auto market.

Of course, understanding the audience is always necessary when creating a marketing plan. Getting to know the customers' journey before start effective marketing strategy will allow to meet them on the right platforms at the right times.

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Countermeasures for Financing Difficulties of Small and Medium-sized Enterprises in Baishan city, Jilin Province
- DIATOMITE INDUSTRY

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Abstract

Small and medium enterprises (SMEs) financing has always been troubled by the survival and development of enterprises the main problem. Mainly summarized as follows:

External reasons, one is the lack of China's current development of small and medium-sized enterprises to adapt to the policy of financial system, the development of bank credit products and small and medium enterprises do not match the status quo; Second, the quality of enterprises is not high, the corporate governance structure is not standardized; Low level, the government-led social and public service system construction is particularly slow; Fourth, regional capital market and credit system construction lag.

Internal reasons, one is small-scale enterprises, secured collateral for assets, high financing costs, small and medium enterprises bear the difficulties; the second is the enterprise management is not standardized, the lack of modern management philosophy; Third, small and medium enterprises profitability is poor, resulting in Financial institutions on the SME credit, Shen loan, the phenomenon of credit.

Based on the research background of Baishan City in Jilin Province, this paper analyzes the current situation of financing of small and medium-sized enterprises in Baishan City and the reasons of financing difficulties. Based on the enterprise perspective, this paper analyzes the development of diatomite industry in Baishan City and the production and operation of enterprises, This paper analyzes and summarizes the main problems, the choice of financing channels and the improvement of production and operation, and puts forward the corresponding countermeasures.

Keywords: Small and Medium Enterprises, Diatomite Industry, Financing Difficulties

Introduction

Research Background

Baishan city, Jilin Province is located in the hinterland of Changbai Mountain in the southeast of Jilin Province, with an area of 17,485 square kilometers and a population of 1,254,000, of which 917,000 are urban, accounting for 73.1% of the total population. The rural population is 337,000, accounting for 26.9% of the total population. Baishan city is developed on the basis of the construction of forest industry and coal industry base in Northeast China under the planned economic system. After a hundred years of development, it has formed a certain production capacity, industrial base and is an important timber, coal and mineral base in Northeast China. Since the founding of New China, Baishan city has produced 85 million cubic meters of timber and 240 million tons of raw coal for the country. Since the 1950s, the state has successively built a number of large and medium-sized state-owned enterprises, including Tonghua Mining Bureau, Tonggang Banshi Iron Mine, Hunjiang Power Generation Company, Linjiang Forestry Bureau, Songjianghe Forestry Bureau, Lushuihe Forestry Bureau, etc. Local governments have also actively invested and built a number of key enterprises, such as Xifeng Plastics, Jingyu American Ginseng, Tiancheng Group, Linjiang Hydropower, Songhua Paper Industry and Jinlong Wood Industry. Based on the advantages of local resources, an industrial development system with local characteristics, such as minerals, energy, forest products, medicine, chemical industry, food, building materials, plastics and automobile accessories, has initially taken shape (Wang, 2015).

In 2019, the city realized the main business income of the private economy of 191 billion yuan, an increase of 7.5% over the previous year; The added value of private economy was 38.12 billion yuan, up by 5.4% over the previous year and accounting for 52.5% of GDP. The paid tax was 3.21 billion yuan, an increase of 8.8% over the previous year, accounting for 47.3% of the total fiscal revenue and 68.0% of the local fiscal revenue. There are 363,000 employees in the private economy, up by 1.3% over the previous year, accounting for 58.4% of the employed people in the city.

By the end of December, 2019, the balance of enterprise loans in the city was 28.952 billion yuan, an increase of 3.065 billion yuan over the beginning of the year. Among them, the loan balance of large enterprises was 8.251 billion yuan, accounting for 28.5% of the total loan balance, an increase of 492 million yuan compared with the beginning of the year; Among them, the loan balance of SMEs was 20.701 billion yuan, accounting for 71.50% of the loan balance of enterprises, an increase of 2.573 billion yuan compared with the beginning of the year. Among the small and medium-sized enterprises, the loan balance of medium-sized enterprises is 12.625 billion yuan, accounting for 43.60% of the loan balance of enterprises, increasing by 1.092 billion yuan compared with the beginning of the year; The balance of loans for small enterprises was 5.822 billion yuan, accounting for 20.11% of the balance of loans for enterprises, an increase of 509 million yuan compared with the beginning of the year.

The balance of micro-enterprise loans was 2.255 billion yuan, accounting for 7.79% of the balance of enterprise loans, an increase of 972 million yuan compared with the beginning of the year. The growth rate of loan balance of medium-sized enterprises and small enterprises is lower than the average level of the whole city.

Research Problems

The research analyzes and studies the characteristics of small and medium-sized enterprises in diatomite industry in Baishan city, because the characteristics of small and medium-sized enterprises in different industries often have different characteristics, so it can only be used for reference by other industries, that is, the industry pertinence is not necessarily enough. It also lacks industry pertinence.

Objective of the study

This paper aims to truly extricate small and medium-sized enterprises from the difficulties of financing, it is necessary not only to establish a perfect financial system that adapts to the development of small and medium-sized enterprises, but also to build a public service system that is conducive to the healthy development of small and medium-sized enterprises. Moreover, under the current financing environment, it is necessary to earnestly improve the quality of small and medium-sized enterprises, strengthen enterprise capacity building, improve management level and study new financing methods.

Scope of the study

The research focuses on the financing difficulty of SMEs. This paper takes the financing difficulty of SMEs as the research object, comprehensively applies the relevant theories of SME financing, combines the characteristics of SMEs and takes the current financing problems as the breakthrough point, and makes a concrete analysis of the reasons and key sticking points of SME financing difficulty. At the same time, combining with the development status of diatomite industry in Baishan city, Jilin Province and analyzing the financing difficulties of enterprises in detail, and from the perspective of enterprises, this paper puts forward countermeasures and suggestions to solve the financing difficulties of SME, the paper also puts forward some suggestions.

Research Significance

From a theoretical point of view, the purpose of this paper is to analyze the financing status of small and medium-sized enterprises in Baishan city, combine with the local actual economic situation, and select diatomite industry, which plays an important role in the whole city, the whole province and even the whole country, as the research and analysis object. This paper analyzes the development status of diatomite industry, the production and operation of enterprises, the main financing problems of diatomite enterprises, the selection of financing channels, the improvement of production and operation status and the promotion of enterprise management level, and puts forward corresponding countermeasures under the current financing environment, which makes the theory and practice of this paper correspond to each other, and provides beneficial theoretical support and practical reference for financial services of small and medium-sized enterprises to achieve the purpose of guiding practice by theory and verifying theory by practice.

Literatures Review

This paper is not limited to a qualitative analysis of the financing difficulties of small and medium-sized enterprises in Baishan city and their diatomite industry in development, but also carries out a quantitative data analysis of the financing difficulties through the statistical data of government management departments and financial statements of enterprises, especially adopting a wide range of comparative analysis to make the argument more convincing.

The diatomite industry, which plays an important role in the whole city, the whole province and even the whole country, is selected as a case. Through extensive and in-depth investigation and comparative analysis of a large number of reliable data collected, the financing difficulties encountered in the development of this industry are thoroughly studied and analyzed, and specific and targeted countermeasures and suggestions are put forward, hoping to provide beneficial enlightenment and reference for other small and medium-sized enterprises in solving the financing difficulties (Li, 2010).

Finding and Conclusion

In this paper, the financing theory of small and medium-sized enterprises is applied flexibly, starting from the present situation and characteristics of small and medium-sized enterprises, aiming at the present situation of financing difficulties of small and medium-sized enterprises, the causes of financing difficulties of small and medium-sized enterprises are carefully analyzed, the internal and external causes of financing difficulties of small and medium-sized enterprises are specifically analyzed in combination with the development and financing situation of diatomite industry in Baishan city, Jilin Province, and the solutions to the financing difficulties of small and medium-sized enterprises are put forward. In addition to establishing a perfect financial system and building a perfect public service system that matches the development of small and medium-sized enterprises, it is particularly important to improve the quality of small and medium-sized enterprises, strengthen the capacity building of enterprises, improve the management level and study new financing methods in the current financing environment. According to the actual situation in Baishan city, Jilin Province, at last, from the perspective of enterprises, this paper puts forward relevant countermeasures and suggestions to solve the financing difficulties of small and medium-sized enterprises: First, strengthen the basic work of enterprise management. By further improving the corporate governance structure, a modern enterprise management system is established. Practically standardize and strengthen enterprise management, and strive to achieve management system and mechanism innovation; Strengthen technological innovation and promote technological upgrading of diatomite industry; Strengthen the construction of enterprise credit and enhance the enterprise image. Second, strengthen the management of working capital and improve the efficiency of capital use. Third, strengthen the financing target planning, reasonably determine the financing plan, actively broaden financing channels and innovate financing channels.

Recommendation

At present, corporate enterprises in Baishan city account for 64.94% of all small and medium-sized enterprises, of which limited liability companies account for 61.96% and joint-stock companies account for 2.98%. On the whole, there is a widespread phenomenon that the corporate governance structure is imperfect and the modern management system is not really implemented, which leads to irregular enterprise management, opaque production and operation information, asymmetric information with banks and credit matching, which affects the financing of small and medium-sized enterprises. Therefore, it is very urgent to further improve the corporate governance structure.

First of all, we should standardize the organization and establish a scientific and applicable corporate governance structure. According to the actual situation of the enterprise, scientific and reasonable organization setting is needed to achieve the most effective governance (Qiao, 2011). According to the requirements of modern enterprise system, by standardizing the corporate governance structure, the powers, responsibilities and behaviors of shareholders' meeting, board of directors, board of supervisors and managers are clearly defined, and the management structure and function allocation are optimized. it is also necessary to formulate and improve the working system of corporate governance structure and form an effective corporate governance mechanism. Between the power department, the decision-making department, the supervision department and the managers, a situation of clear responsibilities, coordinated operation, scientific decision-making, effective restriction and each performing his own duties is formed, and the company's management level and business performance are continuously improved.

Secondly, the enterprises should strengthen financial management and improve the scientific and planned management of working capital. According to their own marketing scale, enterprises should reasonably and scientifically calculate working capital, implement well in cost accounting, scientifically calculate manufacturing costs from the analysis of raw material procurement costs, labor costs and management costs, and scientifically calculate and arrange sales expenses, management expenses and financial expenses according to the actual situation of enterprise management. Accurately grasp the working capital of enterprises and reasonably determine the financing scale (Luo, 2002).

Finally, the enterprises should improve the scientificity and planning of financing plan. According to the actual situation of capital demand of enterprises, a detailed financing plan should be made: First, the purpose, scale and financing method of financing should be made clear; Second, it is necessary to analyze the financing cost, comprehensively evaluate the financing scale, financing cost, solvency and risk according to the actual business situation of the enterprise, adhere to the principle of prudence, scientifically evaluate the financing risk and repayment of funds, fully consider the influence of various factors, and then determine the time batch and quantity of financing in place, the source of repayment funds, repayment method and repayment period. When making a financing plan, we must take a cautious attitude, carefully study our own operating conditions and solvency, control the financing scale, make the debt within the scope of the enterprise and minimize the risks (Deng, 2006).

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An Analysis of the Relationship between the Family Background and Occupational Adaptability among Newly Recruited Graduates -Urban Development Group Co., Ltd as an Example

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Abstract

In China, with the rapid development of higher education and the sharp increase of college graduates, the difficulty of employment is becoming intensified, which has been one of the hot topics to discuss. And it is not so much a practical problem as it is a social problem. Employment is the foundation of people's livelihood. It is not only a source of individual income, but also a need for national development. After 20 years' studying, college graduates desperately need a job to prove their worth. However, in recent years, the employment situation in China is not optimistic. The employment, especially of college graduates, has become increasingly prominent, which partly result from the increasing number of college graduates and the gradual decrease in jobs. In the face of the desperate situation but the active policies, colleges and universities should encourage graduates to find a job regardless of the profession in accordance with the principle of "getting a job first, choosing a job later" , which means that graduates can sign contracts with employers, and search a better vocation after the accumulation of work experience. However, this kind of blind employment —"getting a job first, choosing a job later", makes newly recruited students face various problems in the workplace. On the one hand, it is hard for students to change their living environment and transform the roles of a student to an employee in a short time; on the other hand, due to the career mismatched, dissatisfied, and disagreeable, it is difficult for them to adapt to the new working environment.

From the perspective of family background, this thesis aims to explore how the family background affect one's occupational adaptability. Taking the newly recruited college students of Urban Development Group Co., Ltd as the research object, the author uses the questionnaire to collect data, establish a structural equation model to analyze the effect and then put forward the vector effect of professional identity. In the end, it is found that professional adaptability is not directly influenced by the family background but the occupation identification. That is to say, family background can negatively affect professional identification, and professional identification positively affects professional adaptability. Therefore, family background negatively affects the professional adaptability by affecting professional identification.

Based on the research conclusions, the author put forward some suggestions for companies and new graduates. For enterprises, both the human resource management department and managers should change their mindsets, and should not pay too much attention to the family background of newly recruited college students, or should not decide whether a student can be recruited based on the judgement of their family background. Besides, both managers should attach importance to the organizational structure, improve the professional identity of employees, pay attention to creating a suitable environment or cultural atmosphere for employees to adapt to work. For newly recruited college students, they should improve their ability of learning and lay a solid foundation such as knowledge and working and do not care the family background. At the same time, they should choose a profession they identify with to improve their professional identity, by which they can advance their own professional adaptability.

Keywords: Family background factors, professional identity, adaptability, structural equation model.

Introduction

Research Background

With the development of society, employment is not only the source of survival for thousands of families, but the basis of national stability and development. Premier Li Keqiang pointed out: “Employment is the biggest livelihood issue for the 1.3 billion people.” In recent years, China’s employment situation is not very optimistic. the employment, especially the employment of college graduates, has become increasingly prominent. On the one hand, with the continuous development of higher education, the number of college graduates has increased year by year; on the other hand, with the advancement of science and technology, many original manual jobs have been replaced by Artificial Intelligence and the demand for employment in all walks of life is becoming increasingly saturated. Thus, it is obvious that graduates have to face with the situation— "graduation is unemployment". Facing with the severe employment problems and active employment policies, in accordance with the principle of "getting a job first, choosing a job second", colleges and universities should encourage college graduates to search for jobs mismatched to their profession, which means that graduates can sign contracts with employers, and then search for a better job after the accumulation of work experience. Besides, there are many factors affecting the professional adaptability, among which family background matters. For a long time, college students spend much of their time at school or in the family, which have become the most important factors affecting college students. Family background, as an important capital for newly recruited college graduates, plays an important role in the career adaptation process of college graduates. Thus, the author intends to study the influence on occupational adaptability from the perspective of family background.

Research Problems

With the continuous deepening of reforms, the employment model of enterprises has changed, and with it the demand for talents of employers. At the same time, employees have changed their standard of choosing a career. As college graduates have more and more their own ideas, new college students tend to make career choices based on their cognition and interests, and they tend to give priority to their own benefit. Whether they like this position or not, the subjective consciousness of newly recruited college students affects their working status and career adaptation. Being dissatisfied with their careers, they are likely to choose to resign. Occupational identity refers that employee would believe the profession they are engaged in is valuable, meaningful, and believe they can get fun from it. Schools and families play a major role in the formation of college students' values, among which family background, especially their parents' cognition, will also affect the career choices and development of newly recruited college students. Then, it is worthwhile for us to conduct researches to figure out whether professional identity will also affect the professional adaptability and ability of newly recruited college students. Therefore, this article intends to use the professional identity of newly recruited college students as an intermediary to study the influence of family background on career adaptability. In addition, based on the actual background of Urban Development Group Co., Ltd, taking new college students of in this company as the research objects, this thesis aims to make a detailed empirical analysis on the above-mentioned issues.

Objective of the study

This thesis studies the relationship between the family background and career adaptability of newly recruited college students in Urban Development Group Co., Ltd:

First of all, as a small and medium-sized enterprise, its employment needs, management methods, and organizational structure are different from those large enterprises and even listed companies. However, there are many researches concerning the management methods and human resources rather than medium-sized or small enterprises (SMEs). In fact, small and medium-sized enterprises cannot be ignored. It is difficult for large enterprises to absorb millions of colleges graduates every year in our country. A large proportion of graduates, especially graduates from non-key universities, will choose to work in small and medium-sized enterprises. Therefore, research on SMEs is extremely important.

Secondly, this these explores the relationship between the family background of newly recruited college students and their professional adaptability, and focuses on the research object as newly recruited college students, and further subdivides the research scope into targeted ones. As a group transitioning from school to society, newly recruited college students are about to or have become social workers, but they are very different from social workers. On the one hand, they work in a certain position and bear part of the responsibilities; on the other hand, they are inexperienced coping with practical affairs and issues. Thus, it is hoped that the research on newly recruited college students will help companies and college students to make timely adjustments and improve their professional adaptability.

Thirdly, from the perspective of professional identity, this article studies the impact of newly recruited college students' family background on professional adaptability, and introduces professional adaptability as an intermediary variable to explore the impact of family background on newly recruited college students from Qingdao City Development Group Co., Ltd. on professional identification. Besides, the these also explores the mechanism of professional identity on occupational adaptability, aims to find the influence path of family background on occupational adaptability, and provide a theoretical basis for Urban Development Group Co., Ltd human resource management practice.

Scope of the study

This thesis chooses the employees in Qingdao Urban Development Group Co., Ltd. as the research object to explore the occupational adaptability of newly recruited college students. Qingdao Urban Development Group Co., Ltd. is a municipal enterprise group established in the reform of Qingdao municipal government in 2001, with a registered capital of 3 billion yuan, and is mainly engaged in housing management and property management, engineering construction, long-term rental apartments, elderly care services, cultural tourism industry, and educational expansion, restoration of historical buildings, etc.

Research Significance

Considering the career dilemma of newly recruited college students, from the perspective of family background, this paper tries to view occupational identity as an intermediary variable to study the influencing factors of newly recruited college students' professional adaptability, which has certain theoretical significance. Specifically, as few researches have been conducted from the perspective of family background this article will enrich the relevant literature on the factors influencing the career adaptability and it is hoped that this thesis can provide certain literature support for research on family background, career identity, and career adaptability. Furthermore, being different from previous scholars' research on employees in a certain field and position, this research takes newly recruited college students as the research subject, which means the age group of newly recruited college students is relatively concentrated and their values are also contemporary. Besides, the research on newly recruited college students has certain characteristics of the times.

Theoretical framework

Professional adaptability may not only be affected by family background, but also inseparable from the individual's psychological activities. Individuals with the same educational background may have different abilities to adapt to different jobs, and they may also have different abilities to adapt to the same job. That is to say, individuals' emotional hobbies, cognition, and emotional adjustment may affect their own career adaptation, among which the cognition of the profession one is engaged in also affects the individual's professional adaptability. Recognition of one's own profession may produce a positive psychological hint to the individual, thinking that the profession he is engaged in is valuable, meaningful, and competent for himself, then the individual's professional adaptability will also be improved, and vice versa. So, can family background have an impact on professional identity? By reviewing the previous researches, it is not difficult to find that family background affects personal cognition, habits, education level and many other aspects. This these is intended to introduce occupational identity as an intermediary variable to explore whether family background affects individual's professional identity and family background and the influence path on professional adaptability.

The specific model is shown in Figure 1.1.

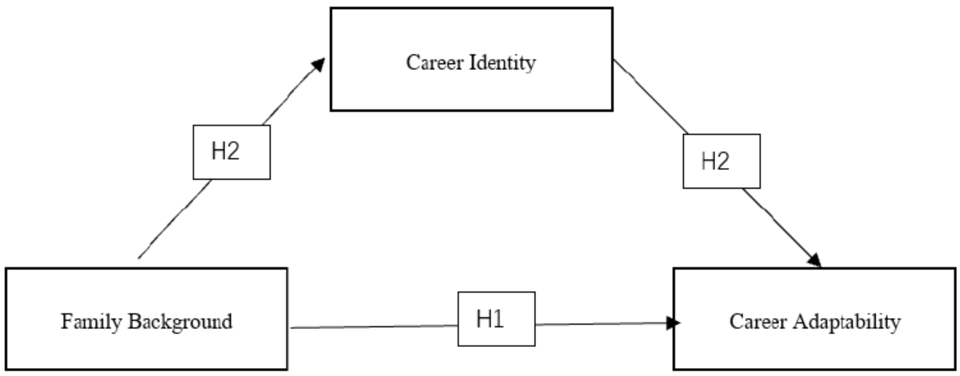

Figure 1.1 Research model framework

Hypotheses

The Influence of Family Background of Newly-Joined College Students on Their Occupational Adaptability. With the continuous advance of China's reform and opening-up, China's economy has been greatly developed, and the income gap of our residents has also expanded. The phenomenon of social class differentiation has gradually appeared, and the income gap has also become divided, and the family background has become A label for the individual. The family background not only includes the family's income, but also includes the family's cultural heritage and social relationships.

In fact, it is difficult for us to draw conclusions about the influence of family background on professional adaptability. For newly recruited college students with better families, on the one hand, these skills and resources can help better integrate into the new environment; on the other hand, parents' excessive participation may affect their children's enthusiasm. For new college students with poor family backgrounds, on the one hand, the pressure of their family background may cause certain difficulties in the process of career adaptation; on the other hand, newly recruited college students with poor family backgrounds may get in touch with society earlier. The psychological gap generated after entering the workplace is relatively small, and I can realize the gap between reality and ideals. More able to adapt to new occupations.

Based on the above analysis, the following competitive hypotheses are proposed:

H1a: Family background has a positive impact on the individual's ability to adapt to their occupations.

H1b: Family background has a negative impact on an individual's ability to adapt to their occupations.

The Intermediary Role of Newly-employed College Students' Professional Identity. As a positive psychological state, professional identity plays an indispensable role in an individual's career. Everyone in the process of work will intentionally or unintentionally produce professional identity or professional boredom, which may be affected by various aspects. Therefore, to a certain extent, professional identity affects the professional adaptability of newly recruited college students. Therefore, the following assumptions are proposed: H2: Occupational identity plays an intermediary role in the influence of family background on occupational adaptability.

Literature Review

In order to explore the relationship between family factors and workplace adaptability of newcomers in the workplace, by consulting domestic and foreign research literature, domestic and foreign scholars have different views on the relationship between family factors and workplace adaptability. Gouvias, Katsis, & Limakopoulou (2012) defined the family background based on the parents' years of education and the parents' level of professional development. Zhong (2016) used per capita household income and parents' years of education as the factors to measure family background. Family background, including family economic capital, family cultural capital, and family social capital, has a strong influence on individual academic achievement. He believes that the family education method is hierarchical, with higher levels and children performing better than lower-level children in any field. Fuqin, & Yiwen, (2014) simplified the measurement of family background to parents' educational status and professional status. Holland, Johnston, & Asama (1993) believes that professional identity is the stability and clarity of an individual's understanding of their own professional interests, talents, and goals. Beijaard (1995) believes that professional identity is dynamic and will change with time, events, others, and experience. Meijers (1998) believes that professional identity is gradually established and matured with the process of psychological development, and that professional identity is related to individual interests, abilities, and values, which is a continuous development process. Professional identity is the process of internalizing professional roles into self. Kremer-Hayon, Hani, & Wubbels (2002) conducted research on Arab school principals and found that professional identity is negatively correlated with job burnout. Research on nurses and found that occupational identity was negatively correlated with job stress and job burnout. He uses the concept of professional maturity to define the development of an individual's career, which is divided into the dimensions of planning, exploration, decision-making, information, and realism. Since then, many scholars have defined professional adaptability from the perspective of skills. From the perspective of self-regulation, Savickas (1997) defines career adaptability as four dimensions: self and environmental exploration, career planning, career decision-making, and self-management. On this basis, Baumeister & Vohs (2007) divides career adaptability into four dimensions: looking for opportunities, planning for the future, making choices, and self-regulation. Nota, Ginevra, & Soresi (2012) introduced the fifth dimension, the cooperative dimension, on this basis. He found that professional adaptability has a significant impact on job success, job commitment, job satisfaction and job tenure.

Research Methodology

This article combines theoretical analysis with empirical testing and analyze the data:

(1) Structured Questionnaire Survey Method. The questionnaire survey method has a good degree of recognition in social surveys. The method is to measure the research questions by designing a scale to collect reliability data. This method is widely used in the field of psychology, mainly measuring latent variables that cannot be obtained through objective data. There are two types of questionnaires: structured and unstructured. The structured questionnaire limits the answers to the questions in advance and requires the respondent to answer within the scope of the answer; the unstructured questionnaire does not limit the answers and the respondent can answer freely. In order to facilitate later data analysis, this article mainly uses structured questionnaires to conduct surveys and researches on college students of Qingdao Urban Development Group Co., Ltd.

(2) Structural Equation Modeling Method. Structural equation modeling is an important tool for multi-source data analysis. It mainly builds models for the relationship between latent variables. It is a statistical method based on the covariance matrix of variables to analyze the relationship between variables.

Finding and Conclusion

Employment has always been the foundation of social stability. Vocational adaptability is very important for new recruits. This determines whether new recruits can quickly integrate into the working environment and adapt to new jobs, and it also affects the career development of an employee. Through literature review and analysis, we found that there are many factors that affect employees' professional adaptability. As one of the main environments for individual growth and development, the family has an indelible impact on individual values and career choices. Therefore, this article has an impact on family background. Research has been done on the impact of occupational adaptability. First, this article analyzes the background and significance of the problem, and then carries out a detailed statement through literature review, theoretical analysis and conceptual definition. Through discovering the shortcomings of previous research and theoretical deduction, the hypothesis and research model of this article are proposed. Through the design of questionnaires, A questionnaire was issued to collect data on newly recruited college graduate employees of Qingdao Urban Development Group Co., Ltd., and through data analysis, the following conclusions can be drawn:

Family background can indirectly affect the career adaptability of new college graduate employees. Although family background is the main environment for individual growth, family background is limited to the professional adaptability of new college graduate employees. A good family background can hardly directly influence the professional adaptability of new college graduate employees. This may be Because the influence of family background on the individual is mainly reflected in the family's development of the individual's personality, mentality, and values, it has little effect on professional adaptability, including skills and professionalism, and the individual is in school. Learning knowledge and skills, the main impact on the individual's professional skills is the school environment and teacher's education. A good family background allows individuals to have more choices when studying at university, but after entering the university, the family background affects the growth of the individual It is beyond reach, so family background may not have a direct impact on professional adaptability.

Occupational identity is used as an intermediary variable. Family background affects the professional identity of newly recruited college students and then has an impact on the ability to adapt to the profession. Occupational identity is an affirmative evaluation of an employee's own occupation, it is an employee's psychological perception of the occupation, and positive psychological factors can give play to people's subjective initiative. In the research of this article, it is found that family background can have a negative influence on occupational identity, and occupational identity has a positive influence on occupational adaptability. Therefore, through the intermediary effect of occupational identity, family background has a negative influence on occupational adaptability. This is contradictory to our hypothetical H1a analysis. This is because newly recruited college students with good family backgrounds often do not consider money or pressure factors. They believe that the value of a job is to realize their interests, and they are even more unafraid of their superiors. Blame or resign, so in the process of adapting to the profession, professional identity is particularly important.

Recommendation

As a small-and-medium-sized enterprise, Qingdao Urban Development Group Co., Ltd. may not be able to select new graduates as much as many listed companies in the human resource management process, and the requirements for professional counterparts may not be so strict. Qingdao Urban Development Group Co., Ltd. The company may have more problems with the adaptability of employees. The occupational adaptability of employees often affects the work efficiency of employees more or less, which has an impact on the performance of the company and also has a certain impact on the turnover of the company. Therefore, Qingdao Urban Development Group Co., Ltd. should actively make adjustments in this context.

The family background is not determined by new college students, and a person's family background cannot fully represent their own ability. Therefore, for new college students, strengthen their own learning and reserve what they need to enter the work position. Knowledge and skills. For college students in school, the most important task is still learning. The knowledge and skills learned in school are the key to entering social work. Only by studying hard can you master skilled work skills. College students in school should not neglect the training of their own skills because of their good family background. Family background may only be the icing on the cake for college students' future career adaptability. Career development is long and difficult, and family background factors will It fades with the development of time, so college students in school need to strengthen their own learning and improve their future career adaptability by improving their work skills. Choose a profession that you identify with and improve your professional identification. Career choice is very important to a person's development, especially the first career choice, which may affect one's future development. Newly recruited college students will be more or less influenced by their families or parents in the process of career choices, but while listening to their parents' opinions, they also need to consider their own interests and strengths, find a job that they think is valuable, and be able to help themselves Increase professional identity and help yourself adapt to the new working environment smoothly.

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Research on the training mode of dance compound talents in preschool education of Vocational Undergraduate

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Abstract

In the context of educational reform and innovation, the cultivation of composite talents needs to be enhanced in the training of vocational undergraduate preschool dance majors. To this end, the purpose of this paper is to conduct the practice of dance teaching under the dance major on the premise of the disciplinary characteristics of the major, and to carry out the training of composite talents by combining the professional tasks of the preschool education teaching population and the characteristics of the dance discipline . The author grasps the education, age, dance love, professional teaching ability, continuing learning ability, scientific research ability, and professional ethics level of the dance teachers under the vocational undergraduate program by means of a questionnaire survey. Combining the analysis of the survey results, the problems are: (1) the comprehensive knowledge ability of undergraduate vocational preschool education is weak; (2) the professional ability and knowledge structure of undergraduate vocational preschool education is not perfect; (3) the comprehensive quality of undergraduate vocational preschool education needs to be gradually improved (4) the quality of undergraduate vocational preschool education in physical and mental aspects needs to be strengthened. Based on this paper, the following improvement measures are proposed: (1) standardize dance teaching courses and increase the proportion of preschool teacher training courses. (2) Improve teaching methods and strengthen the cultivation of professional quality and ability (3) Improve the management system of induction training for senior teachers. (4) Strengthen the teaching force of dance education and establish a high-quality higher vocational teachers' team. (5) Build the campus culture of higher education and integrate dance teaching and practice.

Keywords: Preschool education, Compound talents, Dance teaching, Talent training

Introduction

Research Background

Art education is an important part of preschool education. Healthy and comprehensive art education can stimulate students' aesthetic interest, improve their aesthetic ability and enhance their humanistic and artistic cultivation, so as to cultivate students' healthy life attitude and rich emotional experience. This requires that preschool education students must have the ideal of beauty, the sentiment of beauty, the character of beauty and the accomplishment of beauty (Schmitt, 1986). As an important means of art education, dance education plays an irreplaceable role in shaping students' comprehensive artistic cultivation. Zhou Qi (2001) dance education can improve students' aesthetic ability and artistic creativity, cultivate students' sentiment and develop students' physical and mental health. It is an important part of art education.

With the rapid development of economy, the social level has higher and higher requirements for the quality of early childhood education. Therefore, the requirements for the personal teaching quality of early childhood teachers have been improved accordingly (Karuppiah, & Berthelsen, 2011). Dance is an effective means to promote children's all-round development. It is an indispensable and important part of the whole preschool education. At present, the teachers in kindergartens and many dance training institutions come from the professional undergraduate preschool education major. In this way, the normal students majoring in professional undergraduate preschool education undertake the task of dance education for children, but the current situation of teaching quality in this major is still not very optimistic. This also requires us to take various means to study the dance teaching quality of vocational undergraduate preschool education normal students, so as to put forward corresponding solutions and opinions.

Today, with the implementation of quality education, we should pay full attention to the dance education curriculum and teaching of preschool education, so as to make dance education play its due and important role in art education (Karuppiah, & Berthelsen, 2011). Dance course is a compulsory course for undergraduates majoring in preschool education in Colleges and universities. It can not only cultivate and exercise students' temperament and image, but also enhance students' performance ability, appreciation ability, innovation ability and practical teaching ability to a certain extent. Through the learning and training of dance course, it can further improve students' professional skills Professional quality and entering the pre-school education post have laid a good foundation for teaching and demonstration. Therefore, how to effectively carry out the training of dance compound talents in vocational undergraduate preschool education has become an important topic.

Research Problems

What is the current situation of the training mode of dance compound talents majoring in pre-school education of Vocational Undergraduates? What problems exist in the teaching process?

At present, what are the reasons for the problems in the training mode of dance compound talents in pre-school education of Vocational Undergraduates?

How to improve and optimize the training mode of dance compound talents for normal students of vocational undergraduate preschool education in China?

Objective of the study

First, from the analysis of the current situation of the training mode of dance compound talents in vocational undergraduate preschool education, through the investigation of the current situation of the training mode of dance compound talents in vocational undergraduate preschool education and some problems existing in the teaching process;

Second, through a more detailed exploration and analysis of the reasons for the problems existing in the current dance compound talent training mode of vocational undergraduate preschool education, it lays a foundation for the improvement of corresponding policies and systems in the following paper;

Thirdly, based on the analysis of the problems and existing reasons of the training mode of professional dance compound talents, this paper puts forward relevant improvement countermeasures. Based on the analysis of the above problems, this paper systematically summarizes the dance teaching quality of normal students in vocational undergraduate preschool education in China at the present stage, and further expounds the deficiencies in the research and the prospect of future development.

Scope of the study

In this paper, 36 junior students from Jiujiang Vocational University, 25 junior students from Fuyang vocational and technical college, 20 junior students from Pingdingshan vocational and technical college, 22 junior students from Luzhou vocational and technical college and 10 junior students from Jindongnan preschool normal school were selected. A total of 113 vocational undergraduate preschool education normal students were distributed with questionnaires, Finally, 100 valid questionnaires were obtained for vocational undergraduate preschool education normal students. And relevant personnel have counted and sorted out the questionnaire data, which provides a basis for the research of this article.

Research Significance

(1) Theoretical significance

On the one hand, it enriches the specific content of vocational undergraduate preschool education research. Because there are many vocational undergraduate preschool education schools in China, the relevant research in this field is more common. With the continuous promotion of the specific process of China's economy and society, the development speed of vocational undergraduate preschool education in China has been improved, and the relevant research in this field by the theoretical circle has been unable to meet the needs of education, And the research mainly stays in the macro perspective (Nyberg, Backman, & Larsson, 2019). This paper studies the specific quality of normal students in dance teaching, which has a certain degree of theoretical significance for enriching the specific content of this research. On the other hand, Yan Xiaoyan (2006), perfected the specific theoretical construction of this training mode of professional dance compound talents for normal students. Because of its original goal and orientation, vocational undergraduate preschool education usually only pays attention to relevant theories and academic qualifications in the process of training preschool teachers, ignoring the cultivation of ability and practice. We should focus on the cultivation of dance teaching related literacy. In today's fierce employment competition, the core element is teaching quality.

(2) Practical significance

The first is to improve the training quality of preschool education in vocational colleges. In the traditional vocational undergraduate preschool education, students are only required to master the basic relevant knowledge and skills in preschool education, thus forming a single type of education, or an education for survival, rather than an education for development. This kind of education is a kind of education without soul, It has neglected the cultivation of students in all aspects. The second is to provide corresponding reference for the training of professional dance compound talents for vocational undergraduate preschool education normal students. Mr. Huang Yanpei, the pioneer of Li Rong (2011) in China's vocational education, once summarized vocational education into 12 words, namely: "make the unemployed have jobs and make the employed happy". At the social level, the requirements for preschool teachers' teaching quality are higher and higher, which makes the teaching quality more and more important for such normal students (Misko, Choi, Hong, & Lee, 2004). This paper makes a detailed investigation on the actual situation of such normal students in the training mode of professional dance compound talents, probes into the lack of such normal students in the training mode of professional dance compound talents, and puts forward a series of improvement measures, so as to cultivate more talents to invest in the teaching of children's dance.

Theoretical framework

Undergraduate vocational preschool teacher trainees are a relatively special social group, and they should not only have the qualities that general vocational undergraduates should have, but also have the professional qualities of early childhood dance teachers compared to general vocational undergraduates. Therefore, I design the teaching quality into the following four dimensions: professional knowledge dimension, teaching ability dimension, teaching motivation dimension, and physical and mental quality dimension to discuss the content of dance teaching quality education that should be possessed by vocational undergraduate preschool teacher training students.

1. professional knowledge dimension: the dance teaching quality of vocational undergraduate preschool teacher-training students should first have relevant professional knowledge, which means the knowledge and ability in dance and other knowledge structures related to early childhood (Larsson, 2016) that this type of teacher-training students must have in order to be engaged in the early childhood dance education industry in the future.

2. teaching competence dimension: the dance teaching quality of vocational undergraduate preschool teacher-training students should not only focus on professional knowledge education, but should also highlight their teacher-training characteristics. Beder & Carrea (1988), This is due to the special nature of teacher-training students having a dual identity, as they are both the object of vocational undergraduate teaching and the person who will later implement education for young children. This invariably raises the requirements for this type of teacher-training students, who must have excellent personal professional skills as well as relatively strong teaching skills, classroom organization and management skills, and other qualities.

3. teaching motivation dimension: teaching motivation is the desire of vocational undergraduate preschool teacher-training students to be able to maintain their passion for teaching, and teaching motivation also shows the way for the future direction of such teacher-training students, and has a facilitating effect on promoting the professional strengthening of such teacher-training students (Lampert, 2012). Pseudo-career beliefs mean that teacher educators have unwavering beliefs about the education profession they are going to engage in, and in the process of education and teaching, there are definitely various reasons for teacher educators to be frustrated and to encounter barriers, especially in the first few years of their careers, when they are inexperienced and less able to cope with various things, so they will be caught off guard. The work motivation of this type of teacher-training students.

4. physical and mental quality dimension: vocational undergraduate preschool teacher-training students for physical and mental quality education is a prerequisite for the implementation of quality education, as teacher-training students must have the psychological quality that can engage in the profession of teaching, as a qualified teacher, in addition to the psychological quality of the general population, but also need to have psycho-educational ability this more special psychological quality (Chen, & Cone, 2003). Among such psychological qualities are: observation, rich imagination, excellent organizational skills as well as leadership skills, high self-control, etc. (Misko et al., 2004). Teacher trainees must remain optimistic and cheerful and have a good attitude towards people as well as things around them. The content of the mental and moral qualities of professional undergraduate preschool teacher trainees is mainly in two aspects: on the one hand, they should have the moral qualities that an ordinary citizen should have, and on the other hand, they should have the professional qualities related to early childhood dance teachers.

Literatures Review

1. Foreign literature review

The vocational teacher training system in Australia is a relatively perfect system. The state has formulated a relatively unified vocational training quality framework. In addition, there are vocational education training packages to ensure the quality of vocational teacher training in various states and regions. Johnson (1994) of Australia has reviewed these training packages accordingly, and judged whether they can better adapt to the specific needs of the industry at present or in the future: improve the training package to adapt to the changing environment, and simplify the training package, Make it more convenient. Amo (2017) pointed out that France carries out short-term training, which is a variety of short-term training courses organized by the state, various school districts and various civil society organizations. The specific time is one to two weeks, and its funds are provided by the Ministry of education. In-service teachers must participate in a voluntary form, The key part of the training is the application of education related technologies and new technologies.

Amo (2017) Vocational education, as a branch of high school education stage, mainly focuses on the cultivation of students' vocational education. Schmitt (1986) Preschool education should serve preschool education institutions, and in order to effectively ensure the continuous improvement of preschool education quality, specialized talents should be delivered to them; to serve students, in terms of student training, not only should they be trained to have To serve the students, in the cultivation of students, not only should they be trained to have the ability to engage in practical work, but also should pay more attention to the healthy development of students' body and mind, so that they will eventually be trained to be qualified professionals and social people.

2. Research on the cultivation of dance teaching ability

France focuses on cultivating students' practical ability, but also must learn educational psychology pedagogy, and proposes that internship must complete 486 hours. Lampert (2012) gradually show their own quality and good dance practice ability in dance creation, and in the continuous guidance and instruction of teachers, link the dance course to practice as an important way to improve their artistic cultivation and dance creation ability. Harjusola-Webb & Robbins (2012) The teaching of dance courses in preschool education in higher education institutions teaches students a wide range of knowledge, but due to the small amount of class time, it is difficult for students to learn, and in most cases, they only have a superficial understanding of the relevant knowledge. This requires schools to make appropriate adjustments to the dance curriculum based on the basic conditions of students and increase the number of hours taught in dance courses. Due to the weak educational foundation of secondary vocational schools, how to improve the post-vocational dance teaching ability of secondary preschool students has become an important goal of dance teaching exploration. Rolfe

(2001) analyzed some problems in teaching dance courses of preschool education majors in higher education institutions, and put forward relevant suggestions of strategies to innovate and reform teaching: First, to clarify the dance MacLean (2007) Dance teaching should reform the curriculum content. A scientific and reasonable dance teaching evaluation system should be established in order that the dance courses of preschool education in higher education institutions can develop healthily and higher preschool education can cultivate more professional talents.

In a paper by Li Rong (2011), "Talking about the professional qualities that dance teachers should have", it is proposed that writing or choosing systematic teaching materials, profound musical quality, the most basic professional quality of dance, and basic cultural quality are the professional qualities that dance teachers should have. Wang Liqun (2012), believes that the embodiment of kindergarten teachers' group strengths and qualities reflects the quality and characteristics of a kindergarten, and is also the sublimation of teachers' own experience accumulation and educational teaching ideas, so the important guarantee of the source of strength in the process of kindergarten founding is that the kindergarten's own teacher team should have good business qualities and moral qualities. Yang Xiumin (2017), in Dance Pedagogy, believes that for dance teachers, they should have good quality themselves, should constantly improve their own moral cultivation, in their daily work and study, constantly improve themselves, in order to better cultivate students' own ability and quality, teachers themselves should have high cultivation and quality, from the five aspects of moral, intellectual, physical, mental and qualitative dance teachers' The quality of dance teachers is studied from five aspects: moral, intellectual, physical, mental and qualitative.

3. Research on the cultivation of complex talents

MacLean (2007), in the training of teachers, the training content is tiered and classified according to the different stages of teachers and the different duties and tasks they hold. Mutual contact, joint participation in the process of VET teacher training, and deep contact with enterprises and industries. In this regard, China should also selectively learn from this when training teachers in vocational undergraduate preschool education. For example, focus on training models that include the participation of multiple parties such as schools and preschools; the development of training content should also take into account the variability of the needs of different categories of teachers and teachers at different stages of development; the form of training should fully mobilize the enthusiasm of vocational undergraduate preschool teachers and focus on training forms with a high degree of teacher participation.

Zhou Qi (2001), published an article titled "A First Look at the Professional Qualities of Teachers in the New Century" in a domestic journal of educational exploration, in which he researched the new requirements in terms of teacher quality in the context of the new world and proposed the relevant qualities that teachers should have in terms of their profession in the context of the new century. Kassing, & Jay (2003), the content of talent development mainly includes professionalism, knowledge and competence, and argues that this professional quality of teachers is a dynamic type of specific concept, and that in the process of education and teaching, teachers must continuously improve the overall structure of their professional quality, and devote themselves to education with a healthy and good quality to contribute to the future of education in China. In the process of the specific practice of education and teaching, teachers must continuously improve their overall professional quality structure, devote themselves to education with a healthy and good quality, and contribute to the future education of China. Yan Xiaoyan (2006), in "A Trial on the Vocational Training Orientation of New Teachers in Preschool Education," suggests that preschool education should serve preschool education institutions, and in order to effectively ensure the continuous improvement of the quality of preschool education, professional talents should be sent to them; to serve students, in terms of student training, not only should they be trained to have the ability to engage in practical work, but also more attention should be paid to the healthy development of students' body and mind, and ultimately they should be trained to become qualified professionals and They should be trained to be qualified professionals and social workers.

Research Methodology

In this study, quantitative analysis was used. The author visited Jiujiang Vocational University, Fuyang Vocational and Technical College, Pingdingshan Vocational and Technical College, Luzhou Vocational and Technical College, and Southeast Jinan Early Childhood Teacher Training School, and distributed questionnaires to 113 preschool teacher trainees from these vocational undergraduate colleges. A total of 113 questionnaires were distributed and 105 questionnaires were returned, of which 100 were valid. Through the statistical and analysis of the data obtained, we pointed out the problems and provided a basis for improving the training mode of dance-composite talents for undergraduate vocational preschool education majors. We interviewed 8 dance teachers and 32 preschool teacher trainees in some domestic vocational undergraduate preschool education majors to gain a deeper understanding of the current situation of the training mode of dance composite talents in vocational undergraduate preschool education majors, so as to find out the problems and provide a basis for improving the training mode of dance composite talents in vocational undergraduate preschool education majors.

The main research tools used in the questionnaire process are educational theories as well as experts' opinions and their own relevant working experience, on the basis of which the questionnaire is prepared. The questionnaire was made on the basis of extensive literature review and preliminary interviews with higher education preschool teacher trainees. After the questionnaire was completed, firstly, we asked relevant experts to make some modifications and guidance so as to ensure the validity of the questionnaire content. Secondly, 10 preschool students were asked to take a preliminary test to ensure that the questions in the questionnaire were free of ambiguity and that the test subjects could say that they had completed it before the official test was conducted. In this study, the interview method was based on the content and outline of the interview written by ourselves, and there are two main aspects: the first one is to interview the questions that are not convenient to design in the questionnaire; the second one is to provide additional explanations for the results of the questionnaire, and to interview the questions that have different opinions or cannot be explained. The second element is to provide additional explanations for the questionnaire results, so that we can understand the situation and investigate the reasons.

Finding and Conclusion

(1) Vocational undergraduate preschool education normal students' comprehensive knowledge ability is weak

Preschool teachers are comprehensive teachers and talents with comprehensive knowledge. They should not only master the knowledge of preschool pedagogy and psychology, but also have the concept of education, children and teachers, understand educational laws and regulations, guide kindergarten teachers' professional ethics, have the cultural literacy of preschool teachers, as well as basic reading comprehension ability, logical thinking ability and information processing ability, Writing ability, etc. Zhang Jinhua and Yan Xiaoshuang (2009) the development of the times urgently needs preschool teachers to improve their comprehensive knowledge ability. To cultivate talents with comprehensive knowledge, good education is essential, and good education comes from the continuous improvement of teachers' comprehensive ability. Through the research, it is found that at present, most students have a relatively narrow range of knowledge. For comprehensive knowledge, most students do not deliberately study, and their comprehensive knowledge ability is limited. Only 11% of the students "have" comprehensive knowledge ability, and only 5% of the students "have" very good "knowledge ability. However, more and more studies show that, In the process of practical teaching, the requirements for comprehensive knowledge are higher and higher, which leads to preschool education students should also be involved in comprehensive knowledge, that is, while learning the professional knowledge level, they should also pay attention to the knowledge of other disciplines.

(2) The professional ability and knowledge structure of normal students in vocational undergraduate preschool education are not perfect

With the continuous development and improvement of the existing education system, the knowledge system is also undergoing great changes, but more teachers themselves still maintain the old knowledge structure. (Qin Ping, 2010) did not pay enough attention to the corresponding training work. The new educational concept was not mastered by vocational undergraduate preschool education normal students. They were relatively lack of knowledge in educational practice, educational technology, early childhood psychology, early childhood pedagogy and so on. The knowledge of vocational undergraduate preschool education normal students was relatively narrow.

Figure 1. Proportion of courses selected by students majoring in preschool education of Vocational Undergraduate

The proportion of students who choose teacher skills courses accounts for 30%, the proportion of students who choose teacher practice courses accounts for 20%, the proportion of students who choose professional theory courses accounts for 20%, and the proportion of other courses is 10%. Through the analysis of the above data, it can be found that the proportion of teaching practice courses accounts for only 20% of the course selection proportion of normal students of Higher Vocational preschool education where the survey object is located. Zhang Dajun and Jiang Qi (2005) therefore, normal students of vocational undergraduate preschool education must constantly improve their existing knowledge structure. While mastering their professional knowledge, they should also constantly learn and explore other aspects of scientific and cultural knowledge, so as to make their knowledge broader and better meet the needs of current social development, Better serve the society.

(3) The overall comprehensive quality of normal students in vocational undergraduate preschool education needs to be gradually improved

The improvement of comprehensive quality is very important for normal students in preschool education. It not only promotes children's quality education, but also is very important to establish an excellent team of teachers.

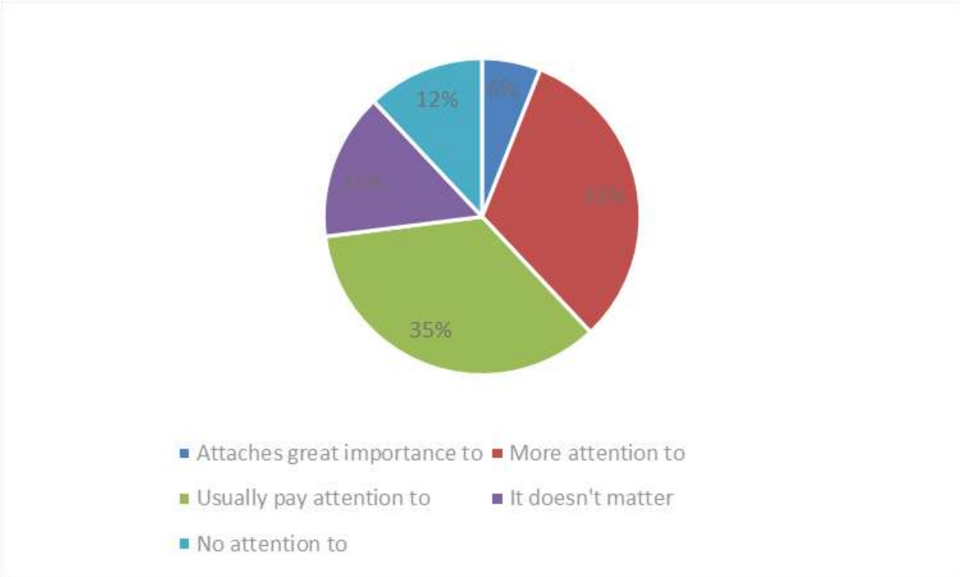

Figure 2. The school attaches importance to the cultivation of students' comprehensive ability

Through the survey in which we see that the current preschool graduates, their hands-on ability, thinking ability, exploration and innovation ability, the ability to solve and analyze problems. Lampert (2012) in teaching and research exploration ability, including personal lifelong learning ability are not very outstanding, relative to the new requirements put forward by the current educational reform is still not up to standard. Pan Zhitao (2004), the requirements of comprehensive quality for our teachers are comprehensive. It can also represent a level of our teachers. In preschool education, we need to pay more attention to this requirement, which is very important for the all-round development of students. Therefore, it is necessary to improve the comprehensive quality.

(4) The physical and mental qualities of normal students in vocational undergraduate preschool education need to be strengthened

When the students were asked whether their school paid more attention to the cultivation of teaching quality, 7% of the students chose to pay great attention, and 15% of the students chose to pay more attention. At the same time, most teachers thought that as long as they taught their knowledge in their own discipline, special teachers were needed to cultivate students' knowledge in early childhood psychology, Do not care about students' teaching practice ability. Zhou Xiaoyu (2016) a person's physical and mental health has a great impact on his life, especially for pre-school normal students. The survey shows that most of these normal students rarely exercise during school, and some of them repeatedly ask for sick leave because of their weakness; In preschool education, many normal students have extremely poor psychological quality, are sensitive and can't stand a little stimulation, which shows that they are extremely immature in thought and can't face difficulties and solve problems positively and optimistically; This has a great impact on them for a long time, and will cause some mental problems, more depression and lack of vitality, and can not transmit positive energy; There are also some students who are lonely, coupled with long-term depression, unwilling to communicate with teachers and classmates and other problems. For normal students of vocational undergraduate preschool education, these psychological deficiencies affect their physical health and have a negative impact on future education. Therefore, we must strengthen their physical and mental quality.

Recommendation

(1) Standardize dance teaching courses and improve the proportion of normal courses in preschool education

First of all, it is clear that the core of dance teaching curriculum of preschool education specialty is quality education. In the future education industry, the requirements for children's dance teachers will be higher and higher. They not only need to have solid professional basic knowledge, but also need to understand the knowledge outside the discipline. They should improve their comprehensive knowledge ability and meet high standards. Li Rong (2015) Secondly, adjust more reasonable professional courses. To enrich the curriculum structure of higher vocational schools, it is necessary to popularize all aspects of knowledge of the major to students. Yuan Ping (2014) finally, improve the dance teaching curriculum for normal students in Higher Vocational preschool education. As for the opening of dance courses for preschool education in higher vocational education, we should not only set up ballet basic training, classical body rhyme, national folk dance, children's dance and other courses, but also set up courses such as Chinese and foreign dance history, human anatomy, dance appreciation and dance teaching methods, so as to correspond and combine with educational theory, educational skills and comprehensive educational practice.

(2) Improve teaching methods and strengthen the cultivation of professional quality and ability

First, strengthen the combination of dance theory and practice to improve students' comprehensive ability. In the process of teaching, teachers should strengthen the learning of dance theory. There are three main learning contents, namely dance theory, dance history and dance appreciation. While students master theoretical learning, they should pay attention to cultivating the ability to use theoretical knowledge to solve problems. Qin Ping (2016), Secondly, adopt a variety of teaching methods to improve students' learning enthusiasm. In addition to the teacher's demonstration method, teaching methods such as cooperation method, group teaching practice method and competition mutual evaluation method can also be adopted in the course, which can also improve students' classroom activity and participation ability. Finally, a variety of teaching methods are adopted to cultivate students' teaching ability.

(3) Improve the management system of Higher Vocational Teachers' induction training

First of all, establish new teacher training institutions in higher vocational colleges. Lampert (2012), Relevant departments should establish a unified teaching quality training system for dance teachers in Higher Vocational preschool education, and a unified standardized training system should be composed of relevant education departments and schools with preschool education specialty. Sun Xiaona (2015) Secondly, strictly manage the training institutions for new teachers in higher vocational colleges. The relevant departments of the Ministry of education should supervise, inspect and evaluate the work of training institutions, and establish relevant systems to ensure the smooth progress of work. Finally, formulate scientific and reasonable training contents for dance teachers in Higher Vocational preschool education.

(4) Strengthening dance education teachers and establishing high-quality higher vocational teachers

First, strengthen the professional ethics construction of dance teachers. In dance teaching, teachers must be strict with themselves and set an example in both life style and behavior. Dance teachers should not only have dance professional knowledge, but also have noble teacher morality. While leading students to learn dance professional knowledge, they should use their words and deeds to influence students imperceptibly. They should pay attention to the overall situation and unite and cooperate between teachers and students, In daily life and study, we should set a good example for students and set an example. Yang Xiumin (2017), Secondly, improve the teaching professional level of dance teachers. Teachers can use rich social experience to enrich the content of the classroom, improve the attraction of teaching and make the teaching content closer to the actual situation. At the same time, teachers should also strengthen relevant exchanges, learn from each other and guide each other, so as to improve their knowledge level (Lampert, 2012). Finally, form a reasonable dance teacher team structure. In terms of discipline construction, the proportion of teachers should be adjusted according to the structural characteristics of dance courses and key disciplines, and the rational allocation of teachers should be achieved. In terms of young teachers, we should strengthen their training, pay attention to the training of famous teachers, implement the "talent" strategy, selectively train academic backbone personnel, and in terms of teachers, We should form a trapezoidal team from entry to qualification, to backbone, to leaders, and finally to experts.

(5) Building Higher Vocational Campus Culture and integrating dance teaching with practice

First, increase the diversity of campus cultural activities. In the process of teaching, make students participate, carry out various open dance classes, dance exhibition classes and other activities, introduce famous teachers to school and watch dance classes in other schools, so that students can contact the larger world and form an atmosphere of learning, loving learning and striving for the upper reaches. Secondly, integrate the theory and practice of campus cultural activities. Zhang Jinhua and Yan Xiaoshuang (2009) pay attention to students' psychology and encourage students to carry out community activities, so as to make education less boring. It is best to enable normal students of Higher Vocational preschool education to appreciate the beauty of dance, enrich professional knowledge and improve themselves, so that they can exercise and grow.

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Study on the cultural inheritance and development of the "Craftsman Spirit"

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Abstract

Vocational undergraduate education refers to the applied vocational education at the undergraduate level. It is a kind of full-time undergraduate education that is oriented to vocational goals, takes vocational ability training as the core, and relies on vocational quality education. The theoretical teaching is appropriate and the practical teaching is adequate. Undergraduate vocational education. The social development's large demand for high-level technical application-oriented talents has promoted the emergence and development of undergraduate-level vocational education, providing it with a strong source of motivation and broad development space. The cultivation of craftsmanship spirit is an important part of high-level technical application talents, which is also an important part of the ideological and political education of vocational undergraduate education. The glorious social positive energy it has shaped is conducive to promoting contemporary college students to overcome the alienation of labor on themselves. Influence, help college students to return to the productive labor with human development as the fundamental purpose, and provide guarantee for higher vocational colleges to implement the fundamental task of establishing morality and cultivating people.

Keywords: Vocational undergraduate education, craftsmanship, inheritance and development

Introduction

Research Background

In China, from 2016 to 2019, "craftsmanship spirit" has been written into the report of the 19th National Congress of the Communist Party of China and government work reports many times, which shows that it has great research and practical value in the current society. It is possible to go further with support. Carrying forward the spirit of craftsmanship is the responsibility of every ideological and political worker. Checking the relevant literature on the Internet, searching for the keyword "craftsman spirit", found a total of 12,451 related literatures in Shandong Province, including 9,809 journal articles and 144 doctoral and master's theses. This uses "craftsmanship spirit" and "vocational undergraduate colleges, vocational colleges" and "vocational colleges and vocational colleges" as keywords. Only 308 documents appeared, and most of them were journal papers. The perspective is positioned in the vocational undergraduate colleges and vocational colleges, and the master and doctoral dissertations cultivated by the craftsman spirit of the college students are very rare. It can be seen that the research in this area is relatively weak and needs to be improved urgently.

Domestically, from 2016 to 2019, the "craftsmanship spirit" has been written many times in the report of the 19th National Congress of the Communist Party of China and abroad: the "secret weapon of German economic development is the core of vocational education, and the students trained in Germany are all high-quality skilled workers. Implement dual system of vocational education. Just like Swiss watches dominate the world for more than 100 years, thanks to the craftsmanship of watchmakers. Their vocational education spirit is guided by: "Meticulous, follow the operating procedures."Rigorous and responsible attitude" is a high level of professionalism. It is this spirit that makes their country's vocational education focus on cultivating students' craftsmanship, and the trained students excel, paving the way for "Made in Germany° High-quality products." German education In other words, a small number of middle school students will choose to go to university, and most of them will choose vocational education learning technology. Many of them have good academic performance, and students who can be admitted to universities still choose vocational education learning technology.

The representative of Japanese entrepreneur Toshiki Akiyama in "The Spirit of Craftsman" (2015)--Through his own experience in the woodworking industry, he explained the talent standard cultivated by the craftsman spirit in his mind, that is, the emphasis on one, character and character. It is much higher than the requirements for its technology.

Through literature research on foreign craftsmanship, we will find that both German and Japanese scholars' research results point out the positive role of craftsmanship in the development of enterprises and individuals without exaggeration, and its thinking about craftsmanship for social development. For the specific implementation of the craftsman spirit, the research in this article has a strong guiding significance in the cultivation of the craftsman spirit of undergraduates in vocational colleges and vocational colleges.

Research Problems

This project mainly studies the following aspects:

1. Research the orientation of talent training goals, summarize the reasons for the changes in vocational undergraduate talent training goals, and clarify the specific characteristics of the cultivation of high-level talent craftsman spirit.

In the new era of ideological and political work, humanities education sets the stage. The school adheres to ideological guidance, characteristic innovation, and initiative. At the end of 2016, the school creatively built a "smart workshop" cultural education community platform, carried out ideological and political education for students, inherited the "craftsman spirit", promoted core values, and served as a teacher for the whole school Students have tailored a cultural education system based on the "one platform, four main lines" model. At present, with the support of the department, a leading group for the construction of the "Smart Workshop" cultural inheritance and education boutique project has been established to coordinate the development of the cultural education work of the whole college, and clarify the construction and thinking of the personnel of the various departments of the college and the department. Specific responsibilities and tasks in the category of political education.

The college attaches great importance to the professional technology and ideological and political education of students. In 2019, it proposed the construction of the "Smart Classroom" Skills Festival, the Craftsman Culture Festival, and the Innovation and Entrepreneurship Competition. Created the "Smart Workshop" community. In 2020. The college launched the "Smart Lecture Hall" project, inviting experts from inside and outside the school to carry out the "craftsman spirit" inheritance education for teachers and students inside the school, ensuring the formation of the craftsman spirit through the "two festivals and one competition-lecture hall" as the main body, and inheriting the normal content of education activities.

On the basis of the college's control of "ideological and political education, craftsmanship", further investigations into other colleges and universities summarized and summarized the reasons for the changes in vocational undergraduate talent training goals, and clarified the specific characteristics of the cultivation of high-level talents craftsmanship.

2. To study the cultivation of craftsman spirit and the training path of Qilu craftsmen and big country craftsmen reserve talents, and formulate a set of reasonable talent training programs. The research is mainly carried out from the following 6 aspects:

The construction of a long-term mechanism for the cultivation of "craftsman spirit" in.

(1) Vocational undergraduate education, to ensure the continuity and completeness of the quality of talent training.

(2) Further optimize the educational structure and establish an education system for cultivating talents by classification;

The college fully integrates the inheritance and education of "craftsman spirit" into the construction process of intelligent manufacturing professional group, to ensure that the practical results of education are given full play in the construction process of cultural inheritance and education system. For example, at present, the college optimizes the craftsman culture on the theme of cultural inheritance. To change the content of the speech, students are required to write craftsman cultural essays and creative graffiti, to attract students to participate based on a variety of cultural inheritance activities, to ensure that the teaching process is carried out through "two festivals, one competition and one lecture hall", and to form a good new situation of school and enterprise development of craftsman cultural education. In this process, the college hopes to do a good job of "intelligent workshop" cultural inheritance education brand construction connotation, inheritance to carry forward the "dedication, lean, focus, innovation" craftsman cultural content, at the same time show the "home sharing, hand and brain" project brand construction process, reflect cultural education achievements, ensure that college intelligent professional group through including provincial and municipal two levels of double first-class professional group construction effect evaluation, better promote the college cultural education project.

(3) Improve the mechanism reform for the cultivation of the "craftsman spirit";

(4) Credit system and tutor system to cultivate students' "craftsman spirit";

(5) Establishes school-enterprise cooperation, the operation mechanism of "industry, university-research", and talent cultivation connects with social needs;

The college attaches great importance to students' professional technology and ideological and political education. It always adheres to the craftsman spirit and teaching concept of "the soul of quality and stored in ingenuity", and establishes the second classroom closely around the basic task of cultivating people by virtue, and optimizes the position of talent training. In the process, to enrich the connotation of cultural education, do training target focus, training mechanism scientific norms, realistic innovation, improve the "intelligent workshop" culture education system, broaden the breadth of "intelligent workshop" culture education, out of an ideological and political education and professional and technical training coupling, integration of outstanding talent training new path. It is an important measure to ensure the implementation of "three whole" education to explore the new cultural education mode of "two festivals and one lecture" can be explored, and establish them to be promoted, radiating, leading and sustainable development.

(6) We will strengthen and improve the ranks of teachers with "double teachers and double energy types", and cultivate students' "craftsman spirit".

3. Excavates the fundamental problems in the process of the cultivation of the craftsman spirit, and studies the specific countermeasures for the cultivation of the craftsman spirit of college students. It is easy to help higher vocational colleges to cultivate successors with perfect professional knowledge, noble professional ethics, sound professional personality and excellent professional ideals, and provide fundamental support for the cause of socialism with Chinese characteristics in the new era.

Objective of the study

The purpose of this study has three aspects:

1. In-depth study on the spiritual and cultural inheritance and development of craftsmen in vocational undergraduate courses, and form a research report.

2. Study a set of systematic, practical and effective coping strategies and implementation plans, cultivate highly skilled talents with professionalism and craftsman spirit, and promote the quality of vocational undergraduate education.

3. Published an academic paper on the inheritance and development of "artisan spirit" culture of

vocational undergraduate.

Scope of the study

This research project focuses on vocational undergraduate students, starting from the goal orientation of "the connotation and significance of craftsman spirit" and "high-quality technical and skilled talents", aiming at a comprehensive study on the cultivation status of craftsman spirit of vocational undergraduate and higher vocational college students, excavate the fundamental problems in the process of cultivating the craftsman spirit, and study the specific countermeasures for cultivating the craftsman spirit of college students in higher vocational colleges, so as to help higher vocational colleges to cultivate a succession with perfect professional knowledge, noble professional ethics, sound professional personality, and outstanding professional ideals. People provide fundamental support for the construction of socialism with Chinese characteristics in the new era.

Research Significance

1. Academic value:

At present, it is extremely necessary for vocational colleges to cultivate students with craftsman spirit. However, at present, there are few or even missing research materials in this field. Some of them are in the stage of crossing the river by feeling the stones, lacking the reference of theoretical guidance and practical experience. The relevant substantive research results are missing and blank, and need to be filled and enriched by people.

2. Application value:

(1) The research results of this topic will be directly applied to guide the practice of vocational undergraduate education reform, standardize educational behavior, integrate regional vocational education resources, exchange needed goods, benefit each other, learn from each other's strong points, improve the quality of vocational education and enhance the service efficiency of vocational education.

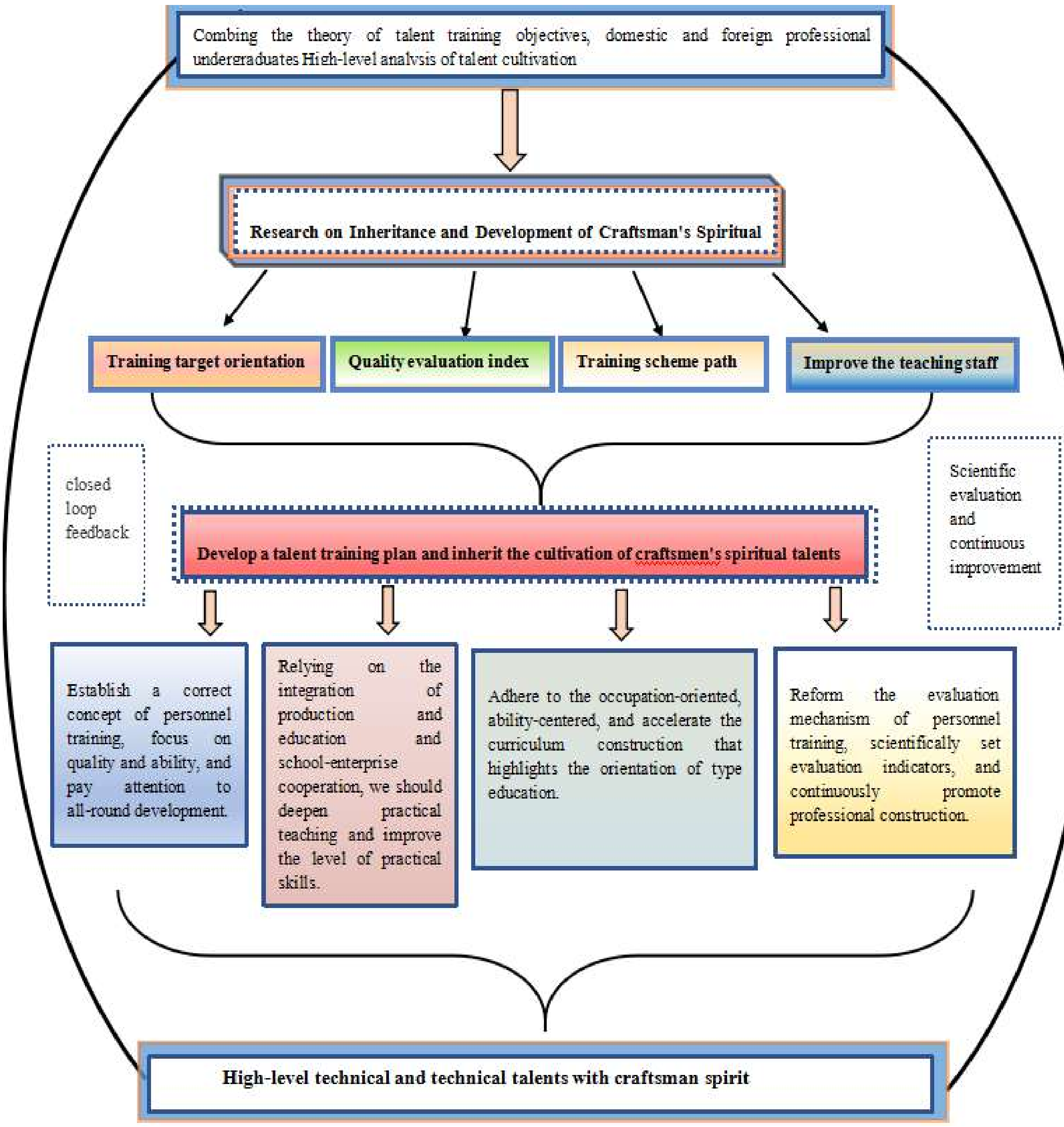
(2) The research on the inheritance and development of "artisan spirit" culture in new vocational undergraduate can provide reference value for our province to build a highland of national vocational education innovation and development.

(3) Manufacturing is the cornerstone of a country's economic development. As a developing country, China's manufacturing industry is facing severe challenges. The labor cost advantage of the manufacturing industry is gradually disappearing. China urgently needs transformation and development and independent innovation to revitalize the manufacturing industry. However, the premise and foundation of creation is imitation, and those who are not good at imitating can never create. First of all, we must strive for perfection in imitation, and the "craftsmanship spirit" is just a tonic for imitating excellence. It first realizes the imitation of

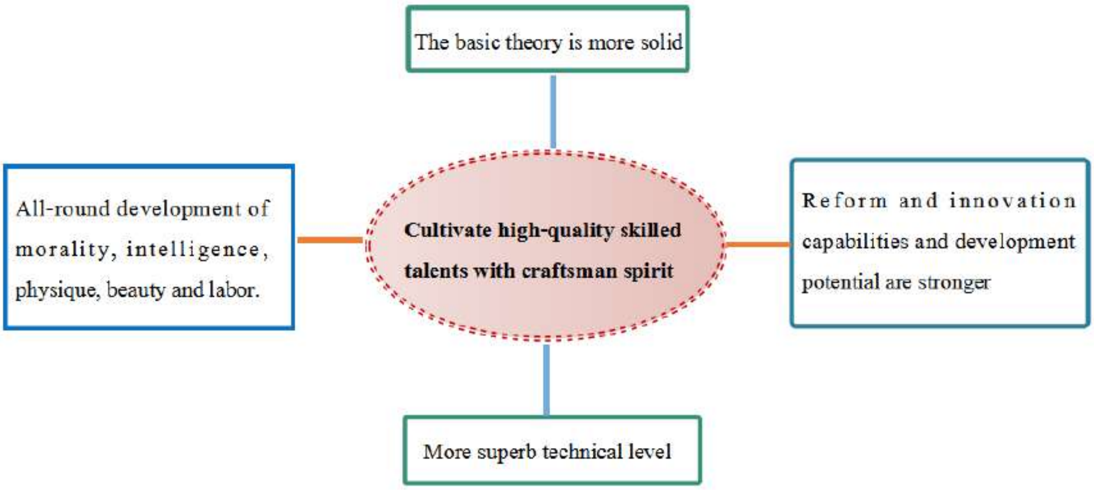
excellence, and further realizes innovation on this basis. As the main platform for the training of high-quality talents, higher education plays a major role in improving the level of human resources in our country and cultivating high-end professional talents. Only in this way can Made-in-China truly become a Chinese-created and make the world stand up.

Theoretical framework

1. Concrete framework



2. Overall framework



Hypotheses

1. It is assumed that a reasonable training model for the cultivation of craftsman spirit and outstanding talents of Qilu craftsmen and big country craftsmen is constructed. The traditional concept has been changed, and the strong spiritual power of the "craftsman spirit" has been recast, a team of "dual-teacher and dual-ability" teachers has been established to cultivate students' "craftsman spirit", and the operation mechanism of "production, learning and research" has been established. The two-pronged approach of the system and the tutorial system to cultivate students' "craftsmanship spirit" will surely promote the development of undergraduate-level vocational education and promote the improvement of the quality of talent training.

2. Assume that the vocational undergraduate talent training model takes schools, enterprises, and third-party affiliates as the main body of training, and enterprises and third-party affiliates should participate in the whole process of talent training. Students can go through the stages of general education, professional training, and multiple training, and they will definitely be able to complete quality development, knowledge accumulation and ability improvement. According to factors such as interest and ability, students can choose multiple talent training methods such as technology research and development, excellent craftsmen, employment and entrepreneurship, and international training to promote students' employability.

Literatures Review

Xiao & Liu (2015) put forward the craftsman spirit and its contemporary value. From the perspective of Chinese culture, the craftsman spirit is the creative spirit of "being skillful", the working attitude of "improving" and the life realm of "integrating Taoism and technology". From the perspective of western culture, the craftsman spirit is the pure spirit of non-profit and art, the pursuit of perfection and the refined work style of being responsible for God.

Zhibiao (2016) in the spirit of artisans, the system of artisans and the culture of artisans, the spirit of artisans is the professional spirit of striving for excellence, pursuing perfection and not letting go of any details. From the aspect of demand, craftsman spirit is a fine attitude that instructs consumers to be fully satisfied; From the aspect of production behavior, craftsman spirit refers to a serious and responsible attitude towards work and persistent long-term behavior towards life.

Wang (2014) The research on the necessity and feasibility of cultivating students' craftsman spirit in higher vocational education suggests that cultivating craftsman spirit in the whole process of ideological and political education from the spirit of the times will help to improve classroom affinity and effectiveness of ideological and political education. The second is the discussion on the construction of the ideological and political course teachers in colleges and universities.

He (2019) talks about the cultivation of craftsman spirit of students majoring in intelligent manufacturing in vocational schools, pointing out that craftsman spirit provides materials and ideas for exploring the innovation of teaching methods of ideological and political theory course in the new era. Relying on the platform of campus cultural activities in ideological and political theory course teaching can help college students build the value orientation of creating labor first and craftsman glory, foster a campus culture of Excellence and innovation, and help college students form a good career foundation.

Research Methodology

1. Literature research method.

The research on the cultivation of the craftsman spirit in colleges and universities cannot be separated from the existing research foundation, especially the research on the top national journals and foreign research monographs in recent years is particularly important. On the basis of reading these papers and monographs a lot, I summarized and sorted out the valuable content for this article. At the same time, by refining the relevant conference materials of other related disciplines, grasp the latest and most complete theoretical status of the research to provide ideas for the writing of the paper.

2. Questionnaire survey method.

The questionnaire survey method is to investigate the current situation of artisan spirit cultivation of college students in three vocational undergraduate colleges, five general undergraduate colleges, and three key higher vocational colleges by issuing questionnaires on the APP terminal, from the perspective of professional attitudes and professional ethics. , Professional ability, professional ideals and other aspects to obtain specific data and information on the current state of vocational college students' artisan spiritual awareness. In this research, based on the specific data analysis of the survey, it is concluded that the current problems of the cultivation of the craftsman spirit of college students are located, and countermeasures are proposed corresponding to the survey data at the end of the thesis.

3. In-depth interview method.

Excluding the accurate data results of the questionnaire survey, the surveyed universities were also visited during the survey period, and the teachers and students in the school were interviewed with purpose. The cultivation of the craftsman spirit of college students in higher vocational colleges is not a castle in the air, but is based on the daily vocational education of colleges and universities. In order to better understand the actual impact of craftsmanship in the cultivation of students in higher vocational colleges, interviews with teachers and students on the specific cognition of this cultivation are important information. Through one-on-one interviews, the data that can be recorded are removed. , The mental outlook displayed by everyone can better show the true face of the craftsman spirit cultivation. Comparative analysis.

4. Comparative Research Method.

According to the research results, this paper uses the comparative analysis method, focusing on the analysis of the inheritance and development of "artisan spirit" in vocational undergraduate colleges, reflecting the essence of the problem and finding the root of the problem through data.

5. Case analysis.

The method of case study is to analyze the students' personal situation or the process of a single project, find out the gap before and after, and sum up the experience. Sort out all kinds of data generated after the promotion, conduct in-depth investigation and analysis, and understand the differences before and after the promotion.

Finding and Conclusion

1. The cultivation of craftsman spirit is an important part of ideological and political education in vocational undergraduate education, which is high-level technical applied talents. It helps college students return to productive labor with human development as the fundamental purpose, and provides guarantee for higher vocational colleges to implement the fundamental task of cultivating people by virtue.

2. Excavate the fundamental problems in the process of cultivating artisans' spirit, and study the specific countermeasures for cultivating college students' artisans' spirit, so as to help higher vocational colleges cultivate successors with perfect professional knowledge, noble professional ethics, sound professional personality and excellent professional ideals, and provide fundamental support for the construction of socialism with Chinese characteristics in the new era.

Recommendation

My research level is limited, the research scope is small, and the data obtained are inaccurate and incomplete, which will have an impact on the research project. It is recommended to provide successful cases of cultivating talents abroad, and learn from experience to improve my research.

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Analysis of marketing strategy of Li Ning Company

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Abstract

China's garment and textile industry has developed rapidly in the past few decades. With the continuous improvement of people's living standards, there are higher requirements for sports products, which directly promotes the growth of sports products demand, attracts numerous businesses to enter the garment and textile industry, and the industry competition is increasingly fierce. Li Ning company is a famous sports brand company in China. It is a professional sports brand company founded by The gymnastics prince Li Ning in 1990. It is China's first sports brand enterprise, can be said to be China's sports brand leader. After 30 years of development, Li Ning company continuously innovation and development, from the previous just sell sportswear, development now, Li Ning brand professional and leisure sports shoes, clothing, equipment and accessories products, has been building huge retail distribution network in China and supply chain management system, and continue to overweight electric business positions, building electric business ecosystem. And Li Ning company was listed in Hong Kong in June 2004, after the listing has been in China's first domestic sports brands. Three price increases in 2011 led to a build-up of inventory, and it was overtaken by another Chinese brand, Anta, in second place. With the rapid development of China's economy and the improvement of people's consumption level, China's sports brands have entered a new era, and Li Ning Company will also face greater challenges and increasingly fierce competition. This paper first uses PEST and SWOT models to analyze the macro environment, micro environment, strengths, weaknesses, opportunities and threats of the enterprise; Finally, the 4P theory is used to optimize the product marketing strategy of Li Ning Company.

Keywords: Li Ning, Sports Brand, Marketing Strategy.

Introduction

Research Background

With the rapid development of China and the significant increase of national income, Chinese people have higher aspirations both materially and spiritually. The state is also vigorously supporting and developing the sports industry. After the 2008 Beijing Olympic Games, the full name movement started. At this stage, both sports industry and sports cause and other related industries are also developing rapidly, with infinite development space and broad prospects for development, sports industry has reached its heyday.

And in these years, there are many foreign sports brand also bullish on China market, have joined in, including Nike, Adidas, converse, such as the world's top brands, with the fashion, youth, star effect has gained a lot of Chinese consumers, combined with Anta, Xtep, hongxing, such as the rise of other domestic brands to Li Ning great threats and challenges.

Research Problems

Taking Li Ning Company as the research object, this paper makes a specific analysis of the macro environment of Li Ning Company by using PEST analysis method. Comprehensively sort out and analyze the internal and external development of the company, and use 4P theory for market analysis. This paper analyzes the environment, strong competition intensity, market pattern, development trend and marketing means of Li Ning Company in the Chinese market. Study the current situation and shortcomings of Li Ning Company in the market environment, objectively and accurately sort out its advantages and disadvantages, opportunities and challenges, and determine the optimal strategy.

Objective of the Study

Based on the development of Li Ning Company in China, this paper mainly discusses the marketing strategy of Li Ning Company in the Chinese market, and analyzes the marketing strategy of Li Ning Company by using the relevant theoretical tools of marketing, It points out the market competitors and environmental changes faced and needed to be solved by Li Ning company, as well as the opportunities and challenges to be encountered in the future. And at the same time know how to efficiently increase the market share steadily, so that the company's brand maintains the core competitiveness and leading position in the market competition environment.

Scope of the Study

China has become the world's largest economy, with many industries growing rapidly, that Connection for world. In China, people's consumption has become a major economic direction, so marketing strategies should be related to people's basic industrial consumption. China's large population determines China's big market, and a large number of products are exported every year. Under the background of many capitalist markets, it is not easy for socialist countries to do this. More importantly, China is a socialist country with the most developed economic market system, which must be related to the marketing strategy of each enterprise.Among many industries, the garment industry is the most relevant to people's livelihood. Therefore, this paper chooses the garment textile industry in China's socialist economic system. This paper chooses Li

Ning company as the research object in the Chinese market, which is the most representative among many garment and textile industries. Li Ning is not only the best enterprise in China's garment industry, but also involved in sports, sports equipment manufacturing and other industries. Therefore, Li Ning's marketing strategy is advanced in China. Therefore, this paper takes the marketing strategy of Li Ning Company as the research object.

Research Significance

Marketing is related to the development and future of every enterprise, a company without a good marketing strategy this company can not survive. This paper aims to study the marketing strategy of Li Ning Company under the condition of the rapid development of China's garment and textile industry.Based on the analysis of the advantages and disadvantages of Li Ning's marketing strategy, a certain conclusion is drawn.It is of certain significance to provide some reference for the development of China's sports industry and enrich the construction of China's sports industry.

Theoretical Framework

The specific research framework of this paper is as follows:

1. Introduce the research background, purpose and significance of this paper, and elaborate the research scope, methods and tools.
2. Use PEST analysis method to specify the macro environment of Li Ning company, including economy, politics, culture and technology. For the micro environment of the enterprise, analyze it from the aspects of supplier analysis and competitor analysis.
3. Analyze the marketing strategy of Li Ning Company from four aspects: product strategy, price strategy, channel strategy and promotion, and find the main problems in the marketing strategy.
4. Sort out and summarize the research conclusions of this paper.
5. Suggestions to Li Ning company.

Hypotheses

Consumers' expectation of Li Ning is positively correlated with consumers' perceived usefulness of Li Ning.

Consumers' expectation of Li Ning is positively correlated with consumers' satisfaction with Li Ning.

Consumers' satisfaction with Li Ning is positively correlated with consumers' willingness to continue to use Li Ning.

Consumers' perceived usefulness of Li Ning is positively correlated with consumers' satisfaction with Li Ning.

Consumers' perceived usefulness of Li Ning is positively correlated with consumers' willingness to continue to use Li Ning.

Literatures Review

Marketing strategy formulation. Wang Lisa combined with the market environment of domestic cosmetics small and medium-sized enterprises and analyzed four strategic alternatives, and put forward a feasible marketing strategy implementation scheme (Wang, 2018); By comprehensively analyzing the marketing strategy of baiqueling cosmetics company, Chen Guoping optimized its strategy formulation to maximize its benefits (Chen, 2018); Guo Xuhui put forward the strategy formulation idea of giving full play to the advantages of product incubation business and focusing on the promotion of middle-class consumption and market segments, which provides a reference basis for the marketing strategy formulation of industry operators (Guo, 2017).

Marketing strategy analysis. Based on the background of big data, Xiao (2020) proposed a new marketing strategy of reshaping product value and integrating existing sales channels, which provided a reference for enterprises to adapt to the new industry environment (Xiao, 2020); Yang Fei deeply analyzed the problems of marketing strategy of orelian cosmetics (China) Co., Ltd., and gave suggestions on formulating implementation objectives, improvement plans and various tactical combinations, which provided a basis for the formulation of marketing strategy (Yang, 2018); Cai, Zhao Pei (2018) carried out analysis and Research on cosmetics e-commerce and proposed that enterprises need to weigh traditional sales and online sales, pay attention to product quality and cultivate online marketing talents for sustainable development strategy (Cai, 2018).

Research on product marketing strategy. Zhang DuanYan carried out marketing strategy analysis for the survival and development of WM (China) cosmetics products in Nanchang market. Based on PEST, STP, 4P, SWOT and other theoretical methods, Put forward marketing strategies to meet customer needs with differentiated products, increase new products in the market, strengthen brand construction, strengthen online channel construction and improve promotion services (Zhang, 2019); Aiming at the problems of weak brand power, lack of core products and limited channels of W company, Guo, Rongxian (2019) carried out research on product marketing strategy, and put forward the marketing strategy of doing well in product differentiation innovation, controlling product price elasticity, online and offline linkage promotion and focusing on young consumers (Guo, 2019); Xie, Yinya (2018) carried out research on product marketing strategy in combination with the problems existing in quemeitong's marketing activities, and put forward marketing strategies such as beautifying packaging appearance, price adjustment, online and offline linkage, with the help of new media and the Internet (Xie, 2018).

Research Methodology

Literature research method is to consult, retrieve and analyze relevant article resources according to the theme and theme discussed in the paper, so as to obtain the required data quickly, comprehensively and scientifically. This can be used to clarify the research direction of the subject, and lay a good foundation for follow-up research according to the corresponding theoretical framework.

Case analysis is to study and analyze the problems existing in practical work. Taking the marketing strategy of Li Ning Company as an example, this paper summarizes the relevant successful experience or failure lessons, finds out the advantages and disadvantages of the company, continuously improves the marketing strategy, and summarizes the scheme suitable for the development of the company.

Finding and Conclusion

Political environment

China used to be a socialist country under the people's democratic dictatorship, with a stable political and economic environment. Since the reform and opening up, China has always adhered to the socialist economic construction as the center and actively guided the moral development of private enterprises. With the successful convening of the 18th National Congress of the Communist Party of China. Due to the stable political situation at home and abroad, the Chinese government has issued a series of policies to promote the development of private enterprises centered on socialist economic construction. These preferential policies will enable the sportswear industry, which has long been dominated by private enterprises, to develop more vigorously.

Economic environment

China has taken the strategy of sustainable economic development, continuously developed social construction and improved comprehensive economic capacity. China has gradually become one of the world's economic powers. With steady economic growth, the living standards of the Chinese people are getting better and better, GDP is increasing every year, and culture and education are constantly improving.

In the past 20 years, China's economy has been developing in a good direction. Even though China's economy was seriously impacted by COVID-19 in 2020, GDP in China has been growing steadily, and its GDP has reached a new high. This is very beneficial to the garment and textile industry.

According to the data of relevant departments of various countries, globally, the sports industry will generally reach 1-2% of GDP, while China currently accounts for only 0.2%. Due to the rapid rise of China's

GDP, there are considerable opportunities for market development. Li Ning enterprises must grasp the right to occupy the market and quickly seize the share in this period.

Social environment

As people's living environment is getting better and better, and material consumption is getting higher and higher, people have further requirements for the quality of life. Clothing products have become necessities in daily life, and people have greatly increased their requirements for clothing taste, and more and more attention is paid to the quality and taste of clothing. With the opening and promotion of the national fertility policy, the demand for children's sportswear will also increase greatly.

Influenced by the sports industry and their own health, people's lifestyle has changed and the amount of exercise has increased, which also promotes the development of sports brand clothing industry. With the occurrence of "Xinjiang cotton" incident, many Chinese people have the idea of strongly supporting domestic brands.

Technical environment

Although the development of China's sports industry market started late and the technical content is not high, it is said that the sports products produced are mainly daily sports products. Compared with western countries, there is still a certain gap in the technical level of China's sports industry. The specialization of sports product design has become a new direction for the development of sports brand industry at home and abroad, and has also attracted the attention of more international manufacturers. As a leading brand of Chinese sports clothing, Li Ning pushes the design of special sports products designed and produced by Chinese people to the international market, which not only reflects the increasing development of domestic and foreign sporting goods industry market and the increasing maturity of international consumers, but also means the continuous innovation and breakthrough of domestic sports brand technology.

In terms of new products, Li Ning introduced a leading foreign management mechanism and hired domestic front-line product designers and special managers to ensure the company's product technology update. With the rapid development of aerospace technology, new material technology has also penetrated into the sportswear industry, which also provides a certain contribution to the functional development of sportswear.

Microscopic environment

International brands such as Nike and Adidas are firmly occupying the high-end market in China. They have abundant capital and mature business experience, have the ability to lead the world's mainstream consumption concept, and have strong market control and super development and design ability, which is difficult for domestic enterprises to follow. Therefore, these brands firmly occupy the top of the tower, and its position is difficult to shake. Li Ning occupies the middle and high end of the market. Li Ning's brand has passed brand building. Therefore, its loyalty and brand degree among Chinese consumers are relatively high.

The development of apparel industries such as casual wear and business formal wear is becoming more and more mature. Brand competition is fierce, and sales channel construction is relatively stable, which has a certain impact on the development of sportswear. But the industry is fragmented, especially in sports, and there are barriers to entry for alternatives.

The development of the garment industry is greatly affected by the fluctuation of raw material price and quality, such as the futures price of cotton and oil, and the quality of fabric. Raw material suppliers in the apparel industry often threaten their downstream enterprises by raising prices, and the sports apparel industry is no exception. And Li Ning as a larger domestic enterprise bargaining power.

Sportswear has high requirements for design, especially the complex analysis of human characteristics, the so-called anthropological research. In the design, it is necessary to consider how to make consumers or athletes perform better and maintain good performance. Comfort (competition). Therefore, substitutes pose little threat to the development of Li Ning sportswear.

The intensification of competition in the industry has increased the opportunities for customers to choose more, and actually enhanced their bargaining power. Sports apparel purchases include retail and bulk buying. Retail customers are generally price insensitive and do not need to bargain. However, for the bulk group purchase customers, they are more sensitive to price and have stronger bargaining power. Secondly, the industry competition is very fierce. In order to occupy a higher market share, enterprises in the sportswear industry often adopt promotion to attract more customers.

Findings and Conclusion

As can be seen from the above, due to the constraints of the political environment such as laws and relevant management regulations, the market of the garment and textile industry is hindered to a certain extent, but the quality and safety of the garment and textile industry have also been guaranteed. With the steady growth of China's economy, the market of China's garment and textile industry is also gradually expanding, and the whole industry shows a trend of rapid development. At the same time, with consumers' recognition of garment and textile and consumers' strong support for domestic brands, the social environment also provides a good pillar for the development of garment and textile industry.

It can be predicted that the continuous development and progress of technology in the future will greatly promote the development of garment and textile industry. Therefore, from the comprehensive analysis of politics, economy, society, science and technology, the macro environment is conducive to the development of garment and textile industry, provides a good macro environment support for the marketing of Li Ning products, and is conducive to the development of Li Ning.

Marketing strategy analysis of Li Ning Company

Li Ning's products are mainly some sportswear, sports shoes and some sporting goods. Product style, color and service quality will affect consumers' positioning of enterprises.

Li Ning's product strategy is mainly reflected in product development, product portfolio and product extension. Li Ning has always attached great importance to scientific innovation. After the implementation of the professionalization strategy in 2010, Li Ning began to pay more attention to the development of core technologies, improve product quality and improve the protection function of athletes

Pricing strategy

In terms of product price, Li Ning company is about 30% lower than high-end brands such as Nike and Adidas. The company's main brand is about 200-500 yuan, with certain professional technology, moderate price and adherence to the mid-end market. Li Ning takes low price as a powerful weapon in its competition with Nike and Adidas. The reasonable price is suitable for the consumption level of consumer groups at all levels. At the same time, Li Ning also makes its products more popular, which is very suitable for the market demand of China. But as Li Ning moved upmarket, it also boosted its products, prompting consumers to switch to Nike and other brands.

Channel strategy

At present, Li Ning's sales channels in the market are mainly online sales and offline sales. The two channels cooperate and interact with each other to promote product marketing. Online sales mainly rely on tmall's flagship store and Li Ning's official website. Offline sales rely on the laying of Direct stores. Li Ning implements offline try on, online purchase and online order. Offline delivery sales mode provides great convenience for customers.

Promotion strategy

Propaganda of celebrities. Li Ning's image spokesperson is not only a domestic star, but also an international star. In 2006, Li Ning signed the NBA star Damon Jones, which was recognized by basketball fans, making Li Ning the first Chinese brand to appear on the NBA court alone. In 2012, it signed a lifetime sponsorship agreement with NBA star Dwyane Wade, which was widely praised.

Li Ning company has been sponsoring and promoting all kinds of sports events, and there are many sports sponsorship activities. It takes sports marketing as the basic strategy of the enterprise, actively participates in the sports cause in the world, especially in China, and has become a successful model of sports marketing in China.

Open the way of E-sports. In addition to traditional projects such as basketball and football, Li Ning Company acquired the hero league team snake team in 2019, and the team name was changed to LNG. As a sport loved by young people, E-sports has a large number of fans and traffic, which makes more and more brands trying to enter this growing market.

Main problems in marketing strategy

As we all know, product quality is one of the important factors related to the survival and development of enterprises. A good brand depends on the high quality of products, and it is difficult to establish a good brand image without high-quality products. Even if the brand image is established, it is only a flash in the pan.

Li Ning's products have weak sports attributes, technological content and innovation are behind international brands such as Nike and Adidas, and there is no big difference in quality with other domestic brands. These are the primary reasons why consumers do not like Li Ning.

Brand flagship products are important weapons to represent the corporate image and help enterprises open the market. As basketball is to Nike, soccer is to Adidas, the main product often deepens the impression of the brand. From the perspective of Li Company's brand marketing strategy, the lack of flagship products is undoubtedly a very serious problem. Sports shoe clothing is the main business of Li Ning Company, but its sports shoe clothing has not been highlighted as the flagship product either in terms of design or marketing. This has had a very negative impact on the development of Li Ning.

Research conclusion

This paper takes the marketing strategy of Li Ning Company as the research object, uses the relevant theories of marketing, uses the necessary research tools, aims at the actual situation of Li Ning products, and analyzes the marketing problems encountered by Li Ning. Draw a conclusion in the process of analysis and research.

In terms of product strategy, we insist on optimizing the product portfolio. At present, Li Ning mainly focuses on single brand and multi product strategy. Through the continuous development of the enterprise, we hope Li Ning can implement multi brand strategy on the basis of having "Li Ning" brand as the core, like Anta, so as to be a competitive brand in low, medium and fashion brands. At the same time, for the brands of children and women currently developed, the original low-end brands and styles with less market profit points shall be appropriately eliminated, and the specialty and trend shall be integrated, which can be close to the needs of consumers.

In terms of price strategy, continue to adopt the mode of differential pricing, find the acceptance balance point for the consumer groups of each brand, adopt different pricing for different products, and actively explore the high-end market price of brands. The price of Li Ning brand products will not be changed at will according to the acceptance of the original consumer group. For products with high added value and high difference, appropriate prices shall be set according to the purchasing population to improve the cost performance of their products. Appropriate promotion for inventory, but not blindly promote sales, which is not conducive to the sustainable development of the brand. The price mainly focuses on the target people, which is conducive to improving the competitiveness of its domestic market.

In terms of channel strategy, increase the marketing of e-commerce and other channels, optimize the channel structure, carry out multi-channel sales, and continuously improve the proportion of online sales. At the same time, the direct selling stores that have suffered continuous losses should be properly optimized. Reduce other loss making direct selling stores, make accurate efforts, "online" and "offline" at the same time, and realize complementary advantages.

In terms of promotion strategy, sponsor sports events with high attention and sign up for stars with sports background and positive energy. Change the situation that the previous high price investment has little effect, constantly investigate the promotion methods, establish brand loyalty and consolidate fixed consumers.

Recommendation

The integration of scientific and technological resources should become an important strategy for Li Ning to choose.

Li Ning needs to adjust the product structure, invest manpower, material resources, technology and capital in the field he is good at, and make the flagship product of his own brand.

Slogan and logo are always symbols of corporate culture. The precise positioning of slogan is also a way to effectively interpret corporate culture and convey corporate philosophy.

The target customer group is adjusted to be more fashion and sports consumers, and according to the function of the product, the age and gender of customers are divided to meet the needs of customers.

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DEVELOPMENT AND RESEARCH OF EDUCATION INFORMATIZATION

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Abstract

With the rapid development of science and technology and information technology, the world's exploration in the field of education has never stopped changing.Educational informatization is becoming more and more important in the progress of education.In China, the development of education information has been initially formed, but there are still imperfect information infrastructure, unbalanced development between urban and rural areas, education resource shortage is still outstanding, resource sharing system is not fully formed, teachers use information equipment, teacher knowledge conversion technology ability, information equipment utilization.We are fully aware of the current development of education informatization, balance the investment in education construction, strengthen the construction of education resources, establish the cooperation mechanism of joint construction and sharing of resources, improve the hardware and software environment, and improve the utilization rate of equipment.

Keywords: Modern education, basic education, information technology.

Introduction

Education plays an indelible role in human development.With the development of computers, the Internet and mobile terminals, education will gradually realize information technology.

The characteristics of educational informatization are computer, multimedia and communication network in the process of education, based on information technology, complete digitalization, networking, multimedia and intelligence in the educational technology, and promote the development of educational informatization.Educational informatization is the inevitable process of education development to modernization, but also the direction of the current education development.Quickly and steadily promote the development of education information is the trend of human development.Educational informatization includes six elements, including the construction of information network infrastructure and hardware facilities, the construction of educational information software resources, the utilization of information resources and the use of information technology, information technology research and development and use of talents, the development of educational information industry and the construction of policies and regulations of educational informatization.The construction of educational information resources is the core, and the research and development of information technology and the training, training and the development of educational information industry are the foundation for the realization of educational informatization.

Informatization is the current direction of world development, which is the trend of national and social development.The level of informatization has also become the main embodiment of a country's level of information modernization development and comprehensive national strength.Improving the people's information literacy and cultivating informationized talents are the foundation of national informatization construction.Educational informatization is an important part of the national information construction.Therefore, it is of great significance to strengthen the development of educational informatization and promote the development and improvement of educational informatization in China.

Research Background

With the rapid development of science and technology and information technology， The world's exploration in education has never changed.With computer, multimedia, network and other technologiesThe core educational modernization technology has brought a far-reaching impact on educational concepts, educational means, educational content and educational methods.In the trend of education reform, information technology plays a more and more important role, basic education as the focus of quality education, so, the informatization of basic education, really can grasp the direction, and the education information implementation is still the teacher, so, give full play to the role in basic education information construction and application, is a big way to improve the process of school education information.

Since the 12th Five-Year Plan, under the positive development of the informatization construction of various industries, Chinese education information construction, greatly improved, national education resources and information teaching popularization; the progress of technology will completely change the whole education industry, driving the change of teaching mode and teaching methods.With the rapid development and update of big data, the Internet of Things and other technologies, the prospect of the smart education industry is very promising.Since 2013, China's financial departments' investment in education funds has been maintained at about 4% of the total GDP level, and education informatization and online education are in a period of rapid development, thus promoting the continuous expansion of the scale of China's smart education market.According to the comprehensive market scale of comprehensive online education and education informatization, the market scale of education information technology in China was about 313.2 billion yuan, in 2018. In 2019, the national investment scale of education informatization reached 338.1 billion yuan, up 7.9% year on year. In 2020, the market scale of China's smart education industry will reach

386.36 billion yuan.It is predicted that by 2021, the smart education market in China's will exceed 400 billion yuan.

Research Problems

At present, although the informatization process of primary and secondary school education in China has made some gratifying achievements, there are still some problems in the actual construction and application process, mainly manifested in the following aspects:

The degree of education information understanding is not deep enough; teaching resources and software interconnection construction is relatively behind; information technology training skills light application; teachers' information refinement teaching ability needs to be improved, information technology application research, imperfect information infrastructure, regional and urban and rural development; education information products and services are unbalanced demand; structural shortage, education resources construction and sharing mechanism has not been fully formed, insufficient exploration of education information solutions; relatively short of continuous long-term education information to construction funds.

Objective of the study

1. Description and analysis of the current situation of educational informatization in China
2. Summarize the development law of education informatization in China
3. Find out the problems and challenges faced in the development of education informatization in China
4. The stage difference of China's education informatization in the development of world education informatization
5. Study the development trend, decision-making and suggestion of education informatization in China

Scope of the study

1. The development process and policy-driven development of education informatization
2. Development stage of education informatization
3. Problems encountered in the development of educational informatization
4. The Direction and Suggestions of Education Informatization in Education Development

Research Significance

The great progress of the great progress of the Chinese nation and China's future development depends on talents. The foundation of talent training lies in education.Education is the most important way to improve people to master science and quality and culture, and it is the basis of science and technology development and talent training.The rapid and effective development of education is the top priority for giving full play to China's demographic dividend advantages, building an advanced and developed country, and rapidly developing socialist modernization.Implement the strategy of rejuvenating the country through science and education, Building a modern and smart campus is a great strategy to realize the balanced and shared development of high-quality educational resources, Vigorously, Development, education, In order to train a large number of talents for China and be conducive to the development of China's national defense scientific and technological forces, Promote, our country, economy, rapid, development, "Science and technology is the first productive force" education is to promote scientific and technological innovation, Science and technology to promote the development of Chinese productivity, And education also plays an irreplaceable role in improving the quality of the people, Therefore, promoting the development of education is the fundamental way to increase China's comprehensive strength and mention its international influence.

The deeper the understanding of education information, the more thorough the development of education information, we can summarize the experience and lessons in the development of education information, find the problems in the development of education information, find solutions to the problems in the development of information, and guide the development direction of education information.

Literatures Review

China's education informatization originated in the early 1980s and rose in the 1990s. After years of development, it now has a certain scale.In the mid-1990s, the rise of online education began, and the application of China's information technology in education has entered a new stage of development.The focus of the construction of video education has changed.

Hardware construction based on the construction of network classrooms and campus network;

Software construction based on the construction of online courses and digital teaching materials;

The courseware construction mainly focuses on the exploration of learning and teaching theory and methods in the network environment.

China's education has also entered the stage of informatization development. The main technology of education informatization is multimedia and network technology, and the theoretical foundation and learning theory play a leading role.If educational informationization is a new form of education based on information technology.The process of comprehensively and deeply using modern information technology in education in the field of education to promote education reform and development. In the process of continuous development, China's information education has made remarkable achievements in national policies, technology development and application, capital expenditure, and application of information technology.

Below, we come from China's education information policy, China's education information fund investment, education information technology development, three aspectsExplain the development process of information education in China.

I. China's education informatization policy

In the process of information development.The Chinese government has always concerned the impact of information technology on education.Since the early 1980s, and particularly since the 1990s, this attention has been reflected in a series of national educational strategic programs.

In May 1985, the Decision of the CPC Central Committee on the Reform of the Education System was clearly pointed out.Education should keep in line with the world and vigorously promote its modernization.

In February 1993, the Outline of China's Education Reform and Development formulated the guidelines for the integration of China's education development and information technology

The Education Law promulgated in 1995 clarified the application of school education and network education, information development and other aspects.

In December 1998, the Action Plan for Education Revitalization in the 21st Century put forward many clear requirements, pointed out the road for the development of educational informatization, and put forward the application of educational information technology with computer and multimedia technology as the core.

The Decision of the CPC Central Committee of the CPC Central Committee and the State Council on Deepening Education Reform issued in June 1999 pointed out the tasks and direction of the development of China's education informatization.

In October, 2000.The Ministry of Education chaired the "national primary and secondary school information technology education conference" decided from 2001 with 5 to 10 years, in primary and secondary schools (including secondary vocational technology schools) popularize information technology education, more clear the Chinese basic education information goals and tasks, promote primary and secondary school information technology curriculum construction, strengthen the construction and sharing between primary and secondary schools, information exchange, curriculum, promote the construction of primary and secondary school teachers, popularize information technology education.

In April 2001, the National 15th Plan for the Cause of Education promulgated by the Ministry of Education, which listed the development of education informatization as one of the four strategies.

In June 2001, the Ministry of Education issued the "basic education curriculum reform outline (trial)" clearly stipulated: vigorously promote the general application of information technology in the teaching process, promote the integration of information technology and subject curriculum, gradually realize the teaching content presentation way, students 'learning way, teachers' teaching way and teachers and students interaction change, promote the advantages of information technology, improve students' learning environment, improve learning efficiency.

In September 2003, The State Council held a National Conference on Rural Education Work. With the approval of the State Council, the Ministry of Education, the National Development and Reform Commission and the Ministry of Finance jointly carried out the modern distance education project for rural primary and secondary schools.So as to promote the rapid development of China's education informatization.

In March 2004, The State Council approved the Education Revitalization Action Plan for 2003-2007, ranking the "Education Information Construction Project" as one of the six major projects.

In July 2010, the Ministry of Education issued the Outline of the National Medium-term and Long-Term Education Reform and Development Plan (2010-2020), requiring the basic completion of an education information system covering all levels of urban and rural schools by 2020, to promote the development of educational content, teaching means and methods.We will further promote the rapid development of education informatization.

In March 2012, the Ministry of Education issued the "Ten-Year Development Plan for Education Informatization (2011.2020)", and education informatization has once again become an important measure to improve rural education.It is clear that " governments at all levels are the responsibility of education informatization work, and education informatization should be promoted by provincial governments as a whole.Put forward: "education informatization to drive education modernization", "based on the construction of high-quality educational resources and information learning environment construction, with learning mode and education mode innovation as the core".The development of China's education informatization has been on the fast track.

In October 2012, the Ministry of Education, the National Development and Reform Commission, the Ministry of Finance, the Ministry of Industry and Information Technology and other nine ministries issued on the accelerating the current several key work notice pointed out: "the central finance will further increase education information construction, ensure that schools buy education information services", education information pointed out to occupy 8% of the whole education.

On December 28,2012, the National Education Resources Public Service Platform was officially put into operation.

On April 2,2013, the Ministry of Education issued the annual task guidance indicators and directive indicators of the "Three Link Educational Information Projects" of various provinces.

On April 10,2013, the Central Electric Education Hall issued the national large-scale public service platform pilot implementation plan, in the country to determine 32 pilot areas, clear "promote the national education resources public service platform in pilot areas, realize" resource class "and" space ", promote the depth of information technology and education teaching, form a new teaching method under the network conditions and mode".Education informatization toward the road of interconnection and resource sharing.

On July 1,2013, the Central Electronic Education Education Hall issued the solicitation notice of "2013 Digital Campus Excellent Solutions", and the 56 plans declared by 38 enterprises across the country passed the expert evaluation.

The Decision of the CPC Central Committee on Several Major Issues Concerning Comprehensively Deepening Reform adopted on November 12,2013 pointed out: "vigorously promote educational fairness, build an effective mechanism to use information means to expand the coverage of quality educational resources, and gradually narrow the regional, urban-rural and inter-school gaps".

On November 29,2013, China Education Daily published that Du Zhanyuan, vice minister of Education, decided to study the Third Plenary Session of the 18th CPC Central Committee, "Reform and innovation to accelerate the development of education informatization", which pointed out that " Education informatization will promote the reform of teaching mode.Information technology has expanded the means and scope of teaching and learning, so that teachers and students have an equal position to obtain information, and helps to build a new educational mode of active interaction between teachers and students.The deep and extensive application of information technology will change the existing teaching mode and learning mode, so that education changes from teacher-centered to student-centered, from knowledge teaching to ability and quality training, and from classroom learning to a variety of learning methods."

On March 12,2014, the General Office of the Ministry of Education issued the Key Points of Education Information Work in 2014, "Give full play to the role of backbone enterprises, schools and teachers, Explore the establishment of a new mode to systematically promote the development and application of basic resources and personalized resources; The public service platform for educational resources has formed the ability to provide services to 33 million teachers and students across China. "; "Completed broadband network access to 85,000 primary and secondary schools in the central and western regions, More than 80 percent of primary and secondary schools nationwide have basically realized broadband network schools and schools, The number of teachers and students who have opened an online learning space has reached 18 million; We have completed training for more than 1.5 million teachers' information technology application skills, and information leadership training for more than 50,000 primary and secondary school principals.

On March 14,2014, the Central Telecommunications Education Center issued a notice on the Key Work in the Development, Application and Service of Educational Resources in 2014, proposing that the national educational resources public service platform should cover 9,500 schools, 420,000 teachers and 6.4 million students in 2014.

In November 2014, the Ministry of Education, the Ministry of Finance, the National Development and Reform Commission, the Ministry of Industry and Information Technology, the People's Bank of China jointly issued on the construction of information means to expand the coverage of effective mechanism notice, for the next six years of China's education information drew a clear "construction drawing".

In February 2015, the General Office of the Ministry of Education issued a notice on issuing the Key Points of Education Information Work in 2015, clarifying that all responsible departments should earnestly implement the development goals of education informatization.

On February 2,2016, the Ministry of Education issued the "2016 education information work points" notice, put forward through the government purchase services, subsidies, encourage enterprises and social institutions according to the education and teaching reform direction and teachers and students, develop a batch of professional teaching application tools software, and provide resources through education resources platform.

On June 23,2016, the Ministry of Education on the "education informatization" much starker choices-and graver consequences-in plan " notice, especially, to establish and improve teacher information technology application ability standards, information teaching ability training into normal training curriculum system, included in colleges and primary and secondary school level evaluation, principal evaluation index system, information teaching ability will be incorporated into the school level evaluation system.

In April 2018, the Ministry of Education issued a notice of the Education Informatization 2.0 Action Plan, proposing to basically achieve the development goal of "three high, two high and one high" by 2022."Three Quan" refers to the teaching application covering all teachers, learning application covering all school-age students, and digital campus construction covering all schools; "two high" refers to the general improvement of information application level and information quality of teachers and students; and the construction of an "Internet + education" platform.

In 2018, the National Standards Committee of the State Administration for Market Regulation recently released the national standard document "Overall Architecture of Smart Campus", which clearly standardized the overall structure and construction of smart campus.

In February 2019, the General Office of the Ministry of Education issued the "2019 education information and network security work points" notice, pointed out the key points of 2019 education information and network security work, thoroughly implement the "much starker choices-and graver consequences-in plan" and "education informatization 2.0 action plan", implement education informatization, accelerate the education informatization upgrade, actively promote the "Internet + education", adhere to the high quality development, to education informatization support and lead education modernization.

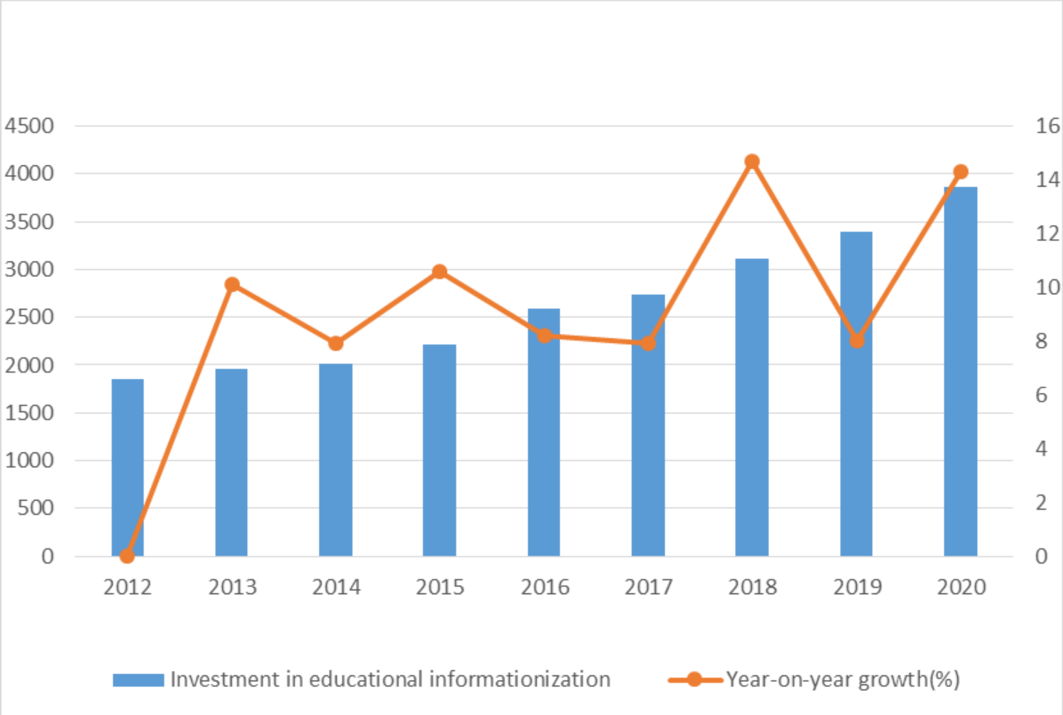
In February 2020, the General Office of the Ministry of Education Notice on the issuance of the "Key Points of Education Information Technology and Network Security Work in 2020", With the principle of "education first, integration and innovation, systematic promotion, and leading development", Adhere to the general tone of seek improvement in stability work, To fully complete the goal of education information planning, Deepening the Education Informatization 2.0 Action Plan, We will implement the "action to accelerate education informatization", Actively develop the "Internet + education", Give full play to the advantages of online education and artificial intelligence, Innovate education and learning methods, We will accelerate the development of a more open and flexible education system for everyone, suitable for everyone, Build a learning society.

In May 2021, the general office of the Ministry of Education issued the 2021 education information and network security work points, the full implementation of the Ministry of Education issued the education information "difference" plan, etc., around the wisdom education, education teaching new change, education governance mode, school pattern new state, new demand for teacher development, new quality resources, whole life cycle education new scene, etc.

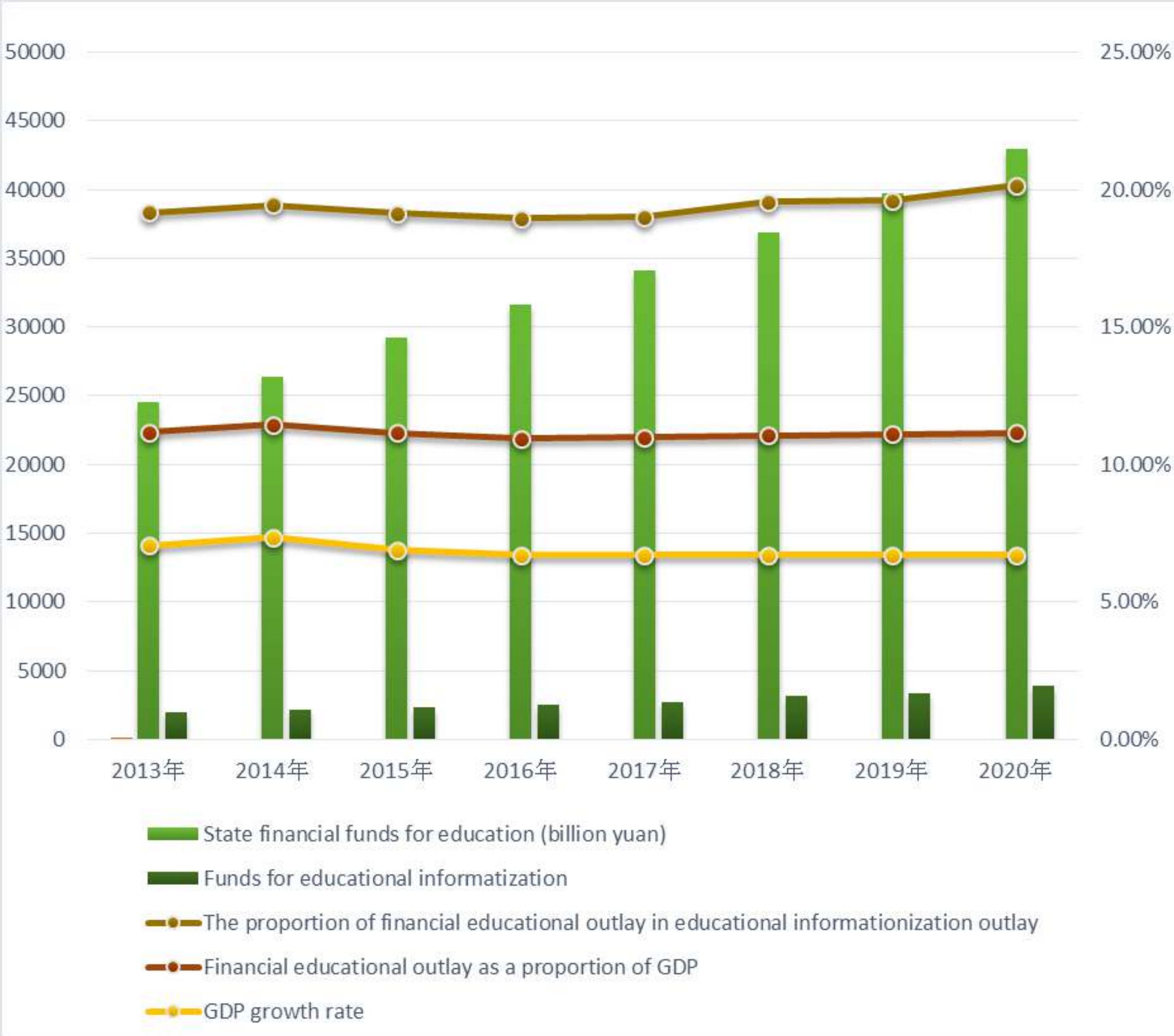
It can be seen from the time and frequency of education informatization policies in China, the Ministry of Education attaches more and more attention to the development of education informatization in China. Especially since 2013, education policies and guidelines will be issued almost every year, pointing out the direction for the development of education informatization in China and accelerate the progress.

II. China's investment **in education informatization**

As early as 1993, China proposed to achieve the goal of national financial education funds accounting for 4% of GDP by 2000, which was achieved in 2012.In terms of national investment in government education, the current world average is currently about 7%, including about 9% in developed countries and 4.1% in economically underdeveloped countries.With the country's spending on culture and education, the proportion of education funds will continue to accelerate in the future.



Statistics on the implementation of the national funds for education released by the Ministry of Education, the government funds for education were 3977.3 billion yuan, up 8.25% over the previous year.In 2019, financial education funds accounted for 4.4% of GDP, since 2013. In 2011, the Ministry of Education clearly proposed: "Governments at all levels allocate education informatization funds in education funds, to ensure sustainable and stable government financial investment". In 2019, national education information investment can reach 338.1 billion yuan, and 386.3 billion yuan in 2018, up 7.9% year on year.



From the figure above, we can clearly see that the education informatization expenditure in 2017 is no less than 273.1 billion yuan. The governments at all levels listed education funds are no less than 8% of the education informatization, so as to ensure that the education informatization has sustainable and stable government financial input. In the education financial expenditure, only the education information part is nearly 273.1 billion yuan.At the same time, it can be estimated from the government education information fund budget from 2013 to 2017 that the education information fund can exceed 400 billion yuan in 2021, and the financial expenditure and the proportion of GDP invested in the development of education information will increase year by year. Therefore, the development future of the education information market is immeasurable.

III.Development of educational information technology

1. Construction drive period (2000-2010)

In years 2000- -2010, China has held important conferences such as the national conference on information technology education in primary and secondary schools and rural work conferences, The Educational Technical Ability Standards for Primary and Secondary School Teachers (Trial), the Notice on the Implementation of the Implementation of the "School Communication" Project in Primary and Secondary Schools, the Education Revitalization Action Plan for 2003-2007 and other relevant documents were promulgated, In order to promote educational informatization, Build the "school access" project for primary and secondary schools, Promote the integration of educational information technology and subject curriculum, We will promote distance education projects for primary and secondary school students in remote mountainous areas, Improve the education level, We will pay attention to personnel training and improve the ability of information technology teachers.

"School-School Connect" is an education network platform that uses modern information technology to realize fast and real-time communication between families and schools.It is a set of information communication system that can effectively solve the communication between teachers and parents, and help their children grow up healthily, and integrates advanced computer technology and wireless communication technology.Parents can pay attention to understand their children's learning situation at school.Strengthen the communication between schools and families, teachers and parents, jointly escort the healthy growth of students, form a bridge of efficient communication, and build a harmonious co-education of society, school and family.

Construction drive period, the importance of education information construction fully recognized, through the "school" project to promote the development of education information boom, information infrastructure gradually built, digital education resources, information has developed rapidly, primary and secondary school teachers information technology ability gradually improved, gradually formed the education information theory with Chinese characteristics, laid a solid foundation for the rapid development of education information laid a solid foundation.

2. Application-driven development period (2010-2016)

From 2010 to 2016, China held two consecutive national video conferences on education informatization, which pointed out that "construction of three links and two platforms", "strengthen in-depth application, integration and innovation, and vigorously improve the efficiency of education informatization in promoting educational fairness and improving the quality of education".It has continuously issued the National Medium-and Long-term Education Reform and Development Plan (2010-2020), the Tenth Development Plan of Education Informatization (2011-2020) ", the" 13th Five-Year Plan "and other guiding documents, put forward the" information technology has a revolutionary impact on education development "," adhere to one concept and two principles ", improve the application ability of teachers' information technology," give full play to the revolutionary role of information technology on education, and basically build education informatization corresponding to the national development goal of education modernization ".

The three links and two platforms refer to the broadband network school communication, high-quality resource class communication, network learning space, and the construction of educational resources public service platform and public education management service platform. The main purpose is to solve the broadband access conditions of schools at all levels and the basic teaching environment construction under the network conditions.The three and two platforms provide a communication platform for teachers to carry out teaching and teaching and research activities online, provide a communication bridge for teachers and students, and provide in-depth understanding of students and parents. The three and two platforms gather high-quality education sharing resources.

The status and role of educational informatization in the development of education have been fully recognized, informatization construction and information technology and other work have also achieved remarkable achievements, and educational informatization has also begun to enter the road of integration."Deep integration of teaching resources and educational information technology" has become a consensus; "three links and two platforms" has achieved great achievements, 90% of the national primary and secondary schools connected to the Internet; information, digital teacher courseware and other educational resources are greatly enriched, information technology application ability has been fully valued by teachers, more and more primary and secondary school teachers have been trained.

3. Education Informatization 2.0 period (2017 to the present)

The advent of the information 2.0 era makes the education information insert the wings to take off, and relies on software and services to make the information and educational resources truly integrated and make full application.2.0 + Times is the use of 5G, cloud computing, AR, VR new technology to teaching resources, management services, life communication, communication and learning campus business integration, promote the development of education information to intelligent development, through the construction of intelligent campus, using big data technology to achieve teaching management, save manpower and material resources, to campus managers, teachers, students to create a relaxed, clean and efficient learning environment.

In the development of educational informatization 2.0, big data, resource sharing, technology crossover, intelligent intelligence and other characteristics have been gradually presented. The promotion and application of educational resources is from point to surface, communication between teachers and students is from fixed point to real-time, and home-school communication has become a reality from occasionally to often, promoting the innovation and development of science and technology and talents.

Education from electrification education to education informatization 2.0 era, from the imitation of foreign technology experience to provide experience for the world education information development, China informatization has made remarkable achievements in development, China education information development after nearly 40 years of development, infrastructure has been basically completed, school network education environment to greatly improve, education resources sharing and learning communication will become normal, China's education informatization has achieved remarkable achievements.

The great outbreak of the epidemic in 2020 has also reflected the role of educational informatization.During the epidemic period, major, primary and secondary schools carried out online education courses, and teachers taught students through education platforms to improve their curriculum progress.But in the outbreak, China's education information intelligence, the lack of the development of humanized development also feedback, the current development of wisdom campus integration is not enough to support the national wisdom education reform, China education information quality and teaching quality need to be improved, online integration teaching promote the education information development of high quality, intelligent, humanized development.

Finding and Conclusion

After years of development, the development of education informatization in China is inseparable from the support of government policy, the development of government finance, and the development of the development of information technology, the development of information technology talents is the development of education informatization.

It is not difficult to see from China's policy opinions and financial support for the development of education informatization that China's informatization development will not stop. On the contrary, the pace of China's informatization development is getting bigger and bigger.While ensuring the development of education informatization, we should also directly view the problems in the development, constantly correct mistakes in the development, and promote the healthy and rapid development of education informatization.

Recommendation

1. If we want to develop, we should first solve the problems left in the last year, and the development of education informatization is no exception. In the past development, the imbalance of urban and rural information development, low utilization rate of education informatization, lack of teacher information technology and other problems are the primary problems that need to be solved by the healthy development of education informatization.

2. National policies can only guide the overall direction of the development of education informatization. All provinces, cities and campuses should promote the construction of education informatization according to their own conditions, and truly improve the effect brought by the development of education informatization.

3. At present, the schools in the corresponding national education informatization development policy, hard light soft phenomenon has always existed, the lack of software has become the bottleneck of the development of education informatization further promotion, only make good use of education information equipment, play the role of teachers in education informatization, strengthen the construction of campus informatization software platform to really improve the rapid development of education informatization.

4. Although China has increased its investment in education informatization, the capital problem is still a major problem affecting the development of education informatization. Exploring the new mode of education informatization development and increasing the investment in education informatization is the active force to promote the development of education informatization.

5. Education informatization based on the development of information technology, the development of information technology is the driving force to promote the development of education informatization, the training of information technology personnel and information technology investment will also become one of the main direction of national science and technology development, the investment of information technology development is fundamental, increase support schools for the training of talents, social investment in scientific research.

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A STUDY ON THE CONFLICT MANAGEMENT SKILLS AND EXPERIENCES OF EMPLOYEES WITHIN THE RETAIL SECTOR IN LONDON

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Abstract

This research was conducted to examine the conflict management skills and experiences of employees within the retail sector in London. The research employed a secondary research design whereby data was collected from reputable websites, industry reports, and peer-reviewed journals, among others. The research employed a qualitative research design, and as such, the data analysis process was content analysis. The findings of the research indicated that causes of conflict in the organisation include poor communication, divergent interests and poor recruitment and selection process. Crucial conflict management skills include effective communication and being open-minded and accommodative of others' views. The research also sought to establish that conflicts are important in an organisation because they bring to light issues affecting the organisation's performance which, when addressed, improve the overall performance. The research recommendations include being open to conflicts in the organisation, adopting an open-minded approach towards conflict resolution and using effective communication in resolving conflicts.

Keywords: Conflict, Conflict management, Communication, Open-minded

Introduction

Research background

Conflicts are inevitable in any organisation as long as they are composed of people from diverse social and cultural backgrounds, each group pursuing its interests. Likewise, organisations are composed of staff members, managers, and shareholders whose interests vary, and at times, such interests are conflicting. Therefore, the phenomenon of workplace conflict is unavoidable, which makes it necessary for managers to have sufficient conflict management skills. Whereas conflicts are unavoidable, their presence in an organisation can undermine the overall performance of the organisation (Kazimoto, 2013). The presence of conflict between staff members and the management will undermine the ability of the organisation to meet its objectives because staff members may not be willing to implement directives from the management. Likewise, the existence of a conflict among staff members will undermine the organisation's ability to attain its goals and objectives because employees will not be able to work together harmoniously in the pursuit of the goals and objectives of the organisation. It is, therefore, important for the management to ensure that conflicts are resolved quickly and amicably to maintain a suitable environment for optimal performance in the firm.

According to Eley and Hammond (2020), retailers in the UK have been facing a myriad of challenges that have caused some of them to collapse, such as Debenhams and Allders. Some of the reasons behind the collapse of supermarkets include stiff competition from discounters, the emergence of online selling platforms that offer low prices, and increasing rental costs. Considering that competition gets stiff with time in the retail sector, firms need to adopt strategies that would secure their survival. In such a situation, the maintenance of a positive work climate is imperative for the retailer's success. As such, managers need to ensure that in the event of any conflict within the company, they can resolve the conflict quickly to ensure that the company continues its operations smoothly. This research aimed at examining the conflict management skills and experiences of employees within the retail sector.

Research problems

According to DeChurch and Marks (2001), the occurrence of conflicts in firms within the retail sector is investable. Such conflicts have the potential to undermine the performance of a company and its overall survival. However, for the management to adequately such conflicts, the management needs to possess sufficient skills for conflict management and resolution. Unfortunately, many managers in the retail sector do not have sufficient conflict management skills, which undermine their ability to maintain a harmonious working environment by quickly and satisfactorily resolving conflicts to ensure that the company maintains optimal performance. Inadequate conflict management skills among the management personnel within the retail sector are factors behind the poor performance of retail firms (Pekka and Kalle, 2010). Therefore, this research has been conducted to examine the conflict management skills and experiences of managers within retailers in London. Specifically, the research aimed at examining conflicts among employees within the retail sector to identify appropriate conflict management skills needed by managers and determine the role of conflict management in the retail sector. The overall aim of this research is to understand how conflicts occur in the retail sector and the practical skills suitable for addressing such conflicts to guarantee the company's strong performance.

Objectives of the study

The aim of this research is to examine the conflict management skills and experiences of employees within the retail sector in London. The research was conducted to meet the following research objectives:

1. To examine causes of conflict among employees in the retail sector in London
2. To identify appropriate conflict management skills in the retail sector in London
3. To determine the role of conflict management in the retail sector in London
4. To present recommendations for overcoming conflicts in the retail sector

Scope of the study

The scope of the research includes three main aspects relating to conflict management in the retail sector. One of the aspects is the assessment of the causes of conflict among employees within the retail sector. The second aspect concerns identifying appropriate conflict management skills that the management personnel can apply within the retail sector. The third aspect is related to ascertaining the role of conflict management in the retail sector.

Research significance

This research is valuable because it contributes to the literature on workplace conflicts and how they are resolved. Research has been undertaken on the phenomenon of conflict management, but there is little research on conflict management in the retail sector. Therefore, the researcher conducted this study to address the above knowledge gap by examining employees' conflict management skills and experiences within the retail sector in London. This research is also valuable from a practical perspective. Specifically, this research sought to examine causes of conflicts in the workplace, conflict management skills required within the retail sector, and the role of conflict management. Therefore, the research findings will be valuable to managers in the retail sector on the effective conflict management strategies that managers can apply to guarantee a smooth working environment.

Theoretical framework

Thomas-Kilmann Conflict Mode Instrument (TKI) Theory

The Thomas-Kilmann Conflict Mode Instrument (TKI) is helpful in understanding steps that managers can use in conflict management. According to the theory, conflict management can take different forms, including avoidance, accommodating, compromising, competing, or collaborating. The choice of a conflict management strategy is determined by the prevailing conditions in the organisation and the interests at stake (Kazimoto, 2013). Nevertheless, an effective conflict management strategy entails adopting a collaborating approach. Under a collaborating approach of conflict management, parties to the conflict seek to arrive at a win-win situation. A win-win situation is one in which members of the organisation who conflict can arrive at an outcome that is satisfactory to them. This theory evaluates how conflict management is undertaken within firms in the retail sector in London.

Literature review

Causes of conflicts among employees in the retail sector

Causes of conflicts vary from one organisation to another. According to Omisore and Abiodun (2014), one of the major causes of conflicts within organisations is opposing interests. The divergent interests between the employees in the organisation, for instance, concerning salaries and remunerations, are bound to bring forth conflicts within the organisation. Additionally, power relations between the management and the subordinate employees are also likely to cause conflicts. Misunderstandings among members of the organisation also have the potential to cause conflicts in the retail sector. Likewise, poor communication is also considered a source of conflict within the retail sector, which is likely to pit employees against one another. Poor staff selection can also bring forth conflicts within the organisation, especially when chosen members are not suited to the roles they have been given in the organisation (Kamran et al., 2016). Further, dismissing such staff members exacerbate the conflict situation in the organisation. Frustration in the workplace, burnout, and stress can also cause stress among staff members, which can undermine the organisation's performance.

Assessment of conflict management skills in the retail sector

According to Adu et al. (2020), one of the essential skills in achieving effective conflict management is communication. The management needs to possess sufficient communication skills to facilitate effective conflict resolution. One of the causes of conflicts in organisations is poor communication. Consequently, effective communication is a strategy for preventing the occurrence of conflicts and a valuable skill for the effective resolution of conflicts in an organisation. The management needs to possess sufficient communication skills to bring together employees who are parties to a conflict to resolve the conflict amicably. Likewise, effective conflict management requires employees to be open-minded. Open-minded management personnel can quickly resolve conflicts in the workplace because they will not be biased against some parties to the conflict (Omisore and Abiodun, 2014). Open-minded management personnel can also handle the conflict in question from an objective perspective, thereby bringing forth effective resolution of the conflict.

The role of conflict management in the retail sector

According to Adu et al. (2015), conflict management is an essential skill in the workplace. Practical conflict management skills ensure that the management can resolve any form of misunderstanding within the organisation, thereby bringing forth better performance levels. Additionally, by applying effective conflict management strategies, the management of an organisation can maintain an optimal working environment, thereby bringing forth improvement in the organisation's ability to attain its goals and objectives. Conflict management is also valuable to the organisation because it enables the management to bring to light issues that could be responsible for the organisation's poor performance, thereby improving organisational performance.

Research methodology

This research adopted a qualitative research design. A qualitative research design allows the researcher to conduct an in-depth evaluation of complex social phenomenon (Williamson and Johanson, 2018). This research aimed at determining to examine conflict management experiences and skills among employees in the retail sector in London. The research was based on a case study of conflict management in Tesco Plc. Tesco Plc was chosen because it is one of the leading retailers in the UK which has been experiencing conflicts between the management and employees (Tesco Workers, 2018). Considering that the phenomenon is a complex social phenomenon, it was necessary to use qualitative research design to gain an in-depth insight into the phenomenon of conflict management in the context of the retail sector in London.

This researcher conducted this study based on a secondary research methodology. The research collected secondary sources, including peer-reviewed journal articles, reputable websites, and industry reports. The benefits informed the use of secondary research, which is the verifiability of data collected using secondary sources (Manu and Akotia, 2021). Additionally, with secondary research, data is readily available, and therefore, the data collection process is fast, allowing sufficient time for the more complex process of analysing data. The data analysis entailed content analysis to find out causes of conflicts within the retail sector in London, the appropriate skills required to manage conflicts, and the role of conflict management in the retail sector in London.

Finding and conclusion

Causes of conflicts in the retail sector in London

In 2016 Tesco faced a conflict with its long-serving workers over salaries and remuneration, particularly concerning overtime work. According to Topham (2016), the long-serving workers believed that the new remuneration system discriminates against the long-serving employees, thereby taking their loyalty to the company for granted. From this analysis, it can be seen that one of the causes of conflicts in the workplace is conflicting interests. Whereas the management desires to control costs, employees, on the other hand, demand good salaries and remuneration, which brings forth divergent interests and conflicts. Power relations can also be seen as the cause of a conflict between the management of Tesco and employees whereby the management wants to exploit the vulnerability of long-serving employees to cut their bonuses. The above results align with the views of previous research by Omisore and Abiodun (2014), which showed that conflicts in the workplace arise because of divergent interests of different parties within the organisation.

Appropriate conflict management skills in the retail sector in London

Effective communication is one of the conflict management skills essential to the management in ensuring that any conflicts within the organisation are adequately resolved. The role of effective communication manifested when the spokesman of TESCO addressed employees' demand for equal pay by clearly communicating those differences in pay between shop workers and employees in the distribution workers resulted from differences in the job demands. From the above results, effective communication is an essential skill in addressing workplace conflicts. The above findings support the sentiments of Kazimoto (2013), whose research is showed that effective communication is vital in ensuring that conflicts in the workplace are adequately resolved. Likewise, El- Rahman et al. (2018) showed that managers could only satisfactorily resolve conflicts if they adopt open communication and maintain an open-minded attitude towards new ideas.

The role of conflict management in the retail sector in London

One of the roles of conflict movement in an organisation is to ensure that the organisation can resolve pending challenges and misunderstandings, thereby ensuring that the organisation maintains optimal performance. The occurrence of conflicts in the workplace and their subsequent resolution is beneficial to the organisation because it brings to light the challenges faced by the firm, thereby enabling the management to maintain an optimal work environment. According to Tesco Workers (2018), the occurrence of the workplace dispute between Tesco and its employees was valuable to the company as it brought to light some of the challenges affecting employees' performance. Specifically, employees in the company had been suffering from low work morale owing to disparities in salaries and numerations. Such low work morale undermines the organisation's performance (El- Rahman et al., 2018). The conflict between the company and its employees brought to light such problems of employees, thereby compelling the management to come up with ways of resolving the conflict to create an optimal work environment. In light of this, conflict management is vital in the organisation because it brings to light the company's challenges, enabling the company to achieve robust performance. The above views support the sentiments of Digvijaysinh (2013), whose research showed that conflict management within the organisation helps identify weaknesses in the organisation, thereby ensuring that the organisation maintains sustainable operations.

Conclusion

In conclusion, causes of conflicts include divergent interests in the organisation, poor communication, poor planning and the recruitment of unsuitable staff members. Valuable skills in conflict management include effective communication, being open-minded and considering others' opinions in addressing conflicts. Finally, conflicts are important in an organisation as they bring to light challenges facing the organisation, which when resolved, bring forth improvement in organisational performance.

Recommendation

The first recommendation for this research is for the management to be open-minded when handling conflicts. By maintaining an open-minded attitude, the management can address conflicts objectively, thereby bringing forth a win-win situation for conflicting parties. The win-win outcome, in turn, brings forth the superior performance of the organisation. The adoption of an open-minded attitude will ensure that the management is able to achieve a high level of resolution of the conflicts within the organisation. Conflict resolution requires the management of the organisation to adopt an open-mindedness to listen to all parties and ensure that they resolve conflict amicably.

Secondly, this research recommends the application of effective communication in addressing workplace conflicts. Conflicts occur owing to misunderstandings, so the mere adoption of effective communication within the organisation can prevent the occurrence of many conflicts. Likewise, effective communication helps resolve conflicts, thereby bringing forth improvement in the organisation's performance. Therefore, the management needs to demonstrate commitment towards applying principles of effective communication to resolve existing conflicts and also prevent more workplace conflicts in future.

Finally, the research recommends members of the organisation in the retail sector be open to conflicts. Conflicts are inevitable in the organisation because of the divergent interests of different members of the organisation. Additionally, conflicts help in bringing to light the challenges that an organisation could have been facing, which could be undermining the organisation's optimal performance. A positive attitude towards conflicts and conflict management is therefore essential in ensuring the survival of the company.

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Practical Exploration of Project Teaching Method in the Course of "Advertisement Planning and Creativity" in Higher Vocational Education

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Abstract

The teaching quality of higher vocational education is the crucial link to realize the development of vocational education. The improvement of teaching quality is one of the means to cultivate professional and technical talents suitable for social development. The progress of teaching quality is inseparable from front-line teachers. The teaching model adopted by teachers affects the teaching quality and teaching effect. Therefore, reforming the teaching mode is conducive to the improvement of teaching quality.

The course "Advertising Planning and Creativity" is the core course of advertising, and it is an indispensable professional course for advertising students. Therefore, the teaching reform of the system "Advertising Planning and Creativity" is imperative. The application of the project teaching method in the teaching of advertising art majors in higher vocational colleges is a teaching reform to meet better the needs of cultivating high-quality skilled talents in advertising majors in colleges and universities. Conduct questionnaire surveys and experimental educational research for students majoring in advertising art and design in higher vocational colleges, analyze the characteristics of students in higher vocational colleges, conduct practical research on the application of project teaching methods in higher vocational advertising majors, and reconstruct the "Advertising Planning and Creativity" The teaching design, syllabus, and teaching plans of the course design a reasonable and operational project teaching model for this course, and strive to stimulate students' enthusiasm and to learn through research project teaching methods and enhance teacher-student interaction. Cultivate students' ability to learn independently, cooperate, expand innovation and vocational skills, and lay a good foundation for society to train high-quality advertising talents.

Keywords: Project teaching method, College graduated, Advertising planning and creativity.

Introduction

Research Background

China's higher vocational education is now in a period of transformation and development, and the state has pointed out that vocational education and general education have the same important status. At the National Vocational Education Working Conference held in April 2021, General Secretary Xi gave essential instructions to advance the reform of education methods further, build a group of high-level and standardized vocational colleges and majors, and train more High-quality skilled talents skilled craftsmen, great craftsmen. The improvement of teaching quality provides an essential possibility for achieving this goal.

In today's society, advertising is everywhere. We are actively or passively accepting advertising. Advertising has become an invisible link in social life. The power of advertising is gradually expanding, and the demand for advertising professionals continues to rise(Guo,2020). Cultivating outstanding advertising talents that meet the needs of the country's actual industry is one of the training goals of advertising art design professionals in higher vocational schools. The professional core course of "Advertising Planning and Creativity" can effectively cultivate advertising art design students' creative consciousness and thinking and promote students' logic, practice, and hands-on ability (Fu& Gao,2021).

Foreign research on project teaching started early, and there is a lot of research experience for reference. The field of vocational education worldwide is learning from the successful experience of German project pedagogy. Our country mainly conducts research on project teaching methods, internalizes experience into theory, clarifies the practical application of project teaching methods in-depth, and then promotes theoretical experiments to the whole country. With the development and changes of China's vocational higher education and emerging media in the Internet age, the scope and application of project pedagogy research and research have also become broader and broader. However, more research on the application of project teaching in secondary education and less research on higher vocational education. The teaching method's design should be based on actual sources, match the development of industry positions, and adapt to social changes. It cannot be static because project teaching should keep pace with the times and deepen practical research to make this teaching method more assertive and reflect its value.

In the Internet + era and new media environment, China's higher vocational education teaching model has undergone earth-shaking changes. Although the classroom is no longer a fixed single teaching place, it is still the most critical place, and the pace of innovative education and teaching methods has never stopped. However, under the concept of traditional education, the reform of teaching methods is still incomplete. In addition, the conventional "Advertising Planning and Creativity" course focuses on teaching principles, and the teaching effect is insufficient to meet the needs of social enterprise positions. The junior college level of vocational education is mainly to cultivate high-skilled talents for enterprises. Students learn in class are not available to enterprises and are out of touch with the industry's corresponding job skills and standards.

After the students arrive in the enterprise, the enterprise still has to spend human resources, material resources, and financial resources to train them again, which eventually leads the students to think that learning is useless, and the enterprise cannot meet the business needs.

Research Problems

According to the principles of project pedagogy, choose what standard project can effectively integrate with the course content;

Under the guidance of the project teaching method, what standard course syllabus can improve students' professional quality and professional competitiveness;

How to implement project teaching methods in the curriculum to maximize the teaching effect.

The above are the crucial issues facing this research.

Objective of the study

In the course teaching of "Advertising Planning and Creativity," a project teaching method that simulates actual work tasks is adopted, based on job standards and professional requirements, and students immersive practice. The proposed project should be guided by the teacher, proceed from the actual situation, match the teaching content, and cooperate with the students to achieve the teaching goals of knowledge, skills, and literacy in completing the project.

This article hopes that the project teaching model that can be summarized after research and practice applies to the course "Advertising Planning and Creativity," through immersive experience post-operation process to improve students' professional ability and comprehensive professional quality, and effectively promote the professionalism of advertising art and design students. Moreover, in mastering the corresponding job skills, innovative consciousness and creative thinking build their curriculum theory and practice system.

This article aims to prove that the project teaching method has a good teaching effect in applying for the "Advertising Planning and Creativity" course. It is a successful teaching reform. At the same time, it enriches the relevant theories of the project teaching method of planning creative courses in higher vocational colleges. Different studies focusing on theoretical teaching methods provide corresponding feasible reference operations.

Scope of the study

This article takes the advertising art designer students of the author's higher vocational College as the research object. First, analyze the current situation and characteristics of advertising art design students in higher vocational colleges, and then analyze the teaching status of the "Advertising Planning and Creativity" course and the necessity and feasibility of using the project teaching method in this course; secondly, clarify the connotation of the project teaching method, Characteristics, principles, and theoretical models, and then design the specific teaching model of the application of project teaching in the course teaching of "Advertising Planning and Creativity," combining actual cases with actual instruction, analyzing the teaching effect in the specific teaching process, and finally drawing conclusions through research.

Research Significance

Theoretical significance

The experience gained from the research project pedagogy can enrich the teaching theory of advertising professional curriculum design. The application of the project teaching method makes the classroom no longer the traditional model of teachers talking and listening. Students are no longer followers of teachers at the school but become the main body of the school. Teachers change their role settings to become classroom guides. Conclusion: there are more precise teaching goals and a teaching model closer to actual work needs, which is more conducive to enhancing students' initiative in learning. These changes reflect the excellent integration of project teaching methods and courses, better promote teaching reform, and improve the excellent theory system of higher vocational education. In practice, a new model suitable for the teaching of "Advertising Planning and Creativity" courses and advertising professional courses have been explored, which can not only meet the needs of teaching reform but also enrich the teaching theory system, and at the same time improve students' professional quality in the process of practice.

Activities both inside and outside the classroom require a combination of theory and practice. Teachers determine suitable projects in advance when preparing for teaching. During the teaching process, they should explain the theoretical knowledge of the textbook and guide students to complete the project based on actual work needs so that students will The theory is internalized, and the external appearance is in the process of practical operation. Continuously improve and deepen the teaching theory system and teaching practice mode under the joint action of teachers and students.

Practical significance

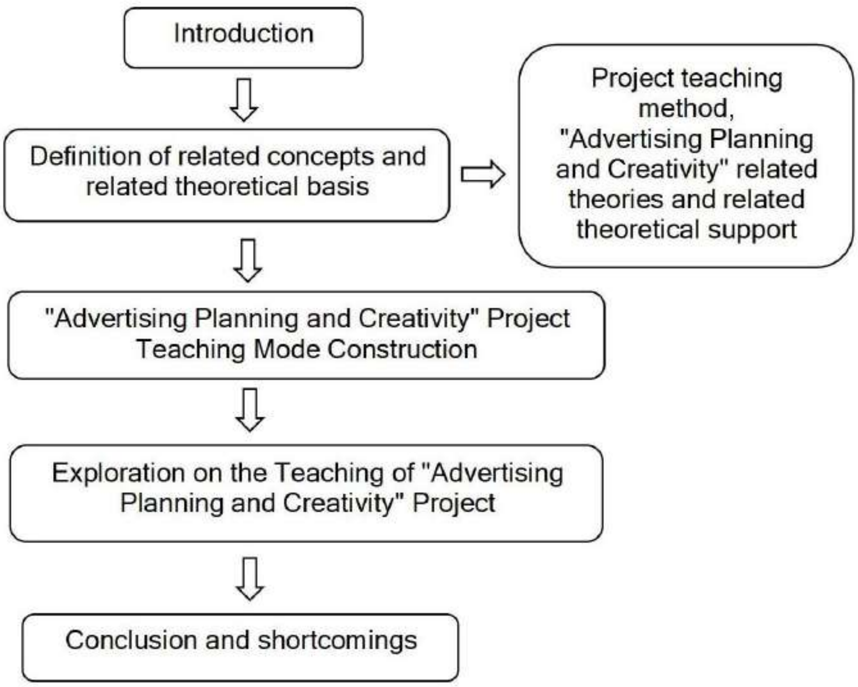
This research is a new attempt to apply the project teaching method to the "Advertising Planning and Creativity" course. The "Advertising Planning and Creativity" course emphasizes theoretical knowledge in teaching. The project teaching method allows students to actively participate in the discovery, research, and resolution of problems while completing the project. Thus, it is different from the traditional curriculum model and will enable students to carry out meaningful Learn.

Introducing project teaching methods in curriculum teaching and carrying out teaching reforms,It is necessary to deconstruct and reshape the curriculum by introducing project teaching methods in curriculum teaching and carrying out teaching reforms.

In this process, teachers must thoroughly study-related theories and practices, complete role knowledge conversion, redesign the entire teaching process, and implement and master each. In addition, the teaching link is conducive to improving the teaching ability of front-line teaching teachers, perfecting their knowledge system, and improving comprehension skills.

Through the project teaching method in the actual implementation of the "Advertising Planning and Creativity" course, a set of feasible and operable classroom teaching models can be formed, which can create a collection of teaching designs that are in line with professional development, improves classroom teaching effects, and promotes students' ability to enhance And learning programs. To provide certain thinking and experience for advertising teachers and offer new possibilities for the design of higher vocational advertising teaching and research courses.

Theoretical framework



Hypotheses

The application of project teaching methods in classroom teaching can improve students' sense of participation, improve students' learning effects, and make students' learning activities more targeted.

Apply project teaching methods in classroom teaching to allow students to enter professional situations for workplace experience and use students to improve their professional qualifications and job skills.

Students are delighted with the practice of using project teaching methods in classroom teaching.

The application of the project teaching method in classroom teaching is conducive to teachers' improvement of teaching ability.

Literatures Review

Project Teaching Method

The project teaching method is also called the project-driven teaching method. The project teaching method is practice-oriented, emphasizes the self-initiated performance of students in the entire teaching activity, and uses "how to do" and "how to do" as breakthroughs in solving problems (Lv.2018). As a result, students master theoretical knowledge in completing the teaching project, consolidate and improve the academic knowledge system and practice mode.

Teachers, students, and projects are the three essential elements of project teaching methods— teachers design projects in advance and guide students to explore (Li & Feng, 2015). Students are the learning subjects in this process, and teachers are guides, coordinators, and supervisors. The project teaching method depends on the project to be carried out. The project runs through the teaching process, and the teaching activities are carried out based on the project (Yang,2020). Students complete the project to gain the construction of knowledge system, the improvement of independence and innovation ability, and the cultivation of professional quality. Teachers do an excellent job in the organization, coordination, and supervision of the overall process and grasp every project link. The project designed by the teacher should be extracted from the actual industry and position and set a realistic and practical career situation for the students (Wu,2015). The completion of the project is not an individual battle but a team battle. Students form a team to complete the relevant project with team strength and their division of labor.

"Advertising Planning and Creativity" course overview

"Advertising Planning and Creativity" is a professional core course offered by higher vocational advertising art design majors, with four credits and 72 class hours. Mainly cultivate students' primary abilities such as planning and creativity, and study in the first semester of the sophomore year. The most important feature of higher vocational education is professionalism. Students start to work upon graduation and have strong job adaptability(Liu,2016). This course is based on the needs of industry planning creative positions, centered on the three dimensions of "knowledge, skills, and literacy," to help students understand the status quo of advertising development and creative skills in advertising planning, familiarize themselves with the content and steps of advertising planning and creativity, and cultivate students' market insights—advertising planning, advertising creativity, advertising proposal script creation, advertising planning book writing and proposals. After mastering the theoretical knowledge of the course systematically, you can "take the lead" and draw up a complete and creative advertising plan based on the characteristics of the company or product plan (Lei,2015).

Cooperative learning theory

Professor Slevin believes that cooperative learning is classroom teaching that allows learners to conduct learning and communication activities in a team and obtain certain rewards or recognition based on the entire team's results (Wang,2001).Davidson believes that cooperative learning is a teaching model that teachers assign learners to units in a purposeful and planned manner to complete the learning tasks assigned by the teacher and require a teaching mode (Wang,2002). Cooperative learning is a new model in which student teams work together to explore, help each other, and learn on predetermined teaching goals.

The main organizational form of cooperative learning is group or team. Its primary characteristics are mutual assistance, autonomy, interaction, and evaluation autonomy (Wang,2020). Collaborative learning emphasizes interpersonal interaction in classroom teaching. There are four types: teacher-student interaction, student-student interaction, teacher-teacher interaction, and full-staff interaction. According to the cooperative learning theory, teachers use the project teaching method to overcome difficulties in-group cooperation. As a result, learners perceive and extract information from the project, conduct "interaction," and form their knowledge results.On the other hand, they are different. Learners have different experiences and different inferences about a particular problem. Nevertheless, they can solve the problem through discussion and exchange to form a more prosperous and deeper understanding.

Situational learning theory

The contextual learning theory was proposed by Drown, Collins, and Dugid. Situational teaching theory emphasizes the dynamic interaction process between knowledge and situation.The learning process and the cognitive process are situational. The contextual learning theory is continuously developed and gradually applied to school education. The contextual learning theory focuses on cultivating students' ability to solve various problems and adapt to society, which coincides with the acute effects of project teaching (Zhang,2018). The contextual learning theory illustrates the use-value of the project teaching method. The project teaching method itself is a simulated situation. Under the guidance of teachers, students can experience life, production, social reality, and other conditions through projects to realize the communication and integration of teaching and truth (Zhao,2013). In dynamic learning, students can continuously improve their learning enthusiasm, initiative, and creativity by constantly solving the explicit or implicit problems of the project.

Research Methodology

This article uses the literature research method, inductive analysis method, educational experiment method, questionnaire survey method, and other research methods.

Literature survey

This article understands the relevant theoretical knowledge and current application of project teaching through domestic and foreign literature research. In addition, clarify research ideas from literature analysis, clarify research directions, and seek theoretical support.

Inductive analysis

A systematic inductive analysis is carried out based on the investigation, collection, and truth-related information materials. For example, combining successful experience and typical cases at home and abroad, through inductive analysis, find the best project teaching method integrated into the course teaching of "Advertising Planning and Creativity."

Educational experiment method

The educational experiment method is one of the methods of scholarly research. Its essential feature is that under controlled conditions, the researcher manipulates the change of the independent variable, observes the change of the dependent variable brought about by the change of the independent variable, and then judges the independent variable. A method of research on the meaning of change. This study considers advertising art design majors in higher vocational education as the experimental object. It controls the variable of the degree of use of the project teaching method in the teaching process to explore the actual effect of the project teaching method in the teaching process.

Questionnaire survey method

A questionnaire survey method is a tool for collecting data related to survey subjects. In this study, the "Classroom Teaching Effect Satisfaction Questionnaire" was compiled according to the actual situation of applying the project teaching method in the class to explore the degree of satisfaction of the students with the classroom effect after using the project teaching method.

Finding and Conclusion

The characteristics and ideological status of higher vocational students

Due to the low entry scores in the college entrance examination and spring college entrance examination in higher vocational colleges, the cultural foundation and artistic quality of the student source are poor, and the composition of the student source is uneven: some are unified enrollment, some are secondary vocational students, and some are preparatory students. Therefore, students have significant differences in knowledge, abilities, and learning attitudes. Generally, students have insufficient learning motivation, low learning enthusiasm, low desire for innovation, and weak practical ability, and it is difficult to restrain their behavior. Moreover, the students' self-positioning is inaccurate, and they are not clear about the training objectives, directions, and learning content of higher vocational colleges.

"Advertising Planning and Creativity" course teaching resources are relatively weak

The "Advertising Planning and Creativity" course emphasizes theoretical teaching, primarily using the traditional "filling the classroom" teaching model, and individual case analysis will be added when explaining. Still, the cases are often small and old, teaching resources are relatively scarce, and comprehensive and systematic teaching resources are lacking. In addition, traditional classroom teaching cannot concentrate students' attention and enhance students' learning enthusiasm, and reform of curriculum teaching to enhance students' interest should integrate resources from the two levels of teaching methods and teaching resources.

Reshape and organize teaching content

In the context of the new media era, people have a wide range of channels to obtain information, and the positioning and innovative concepts of the "Advertising Planning and Creativity" course should be more precise. However, the traditional course content is relatively single, and the materials lack innovation. Therefore, to meet the needs of enterprises in various industries, the traditional content should be reorganized and designed.

The project teaching method raises the requirements of teachers' teaching ability

In using the project teaching method, teachers need to strictly grasp every link before, during, and after the teaching and guide the problems that arise in any connection, check, accept, evaluate, and summarize the situation of each group. At the same time, they need to integrate the theory, Incorporate knowledge into the project, and strive to let every student in the process of teamwork complete the project; not only can the student's personality advantages be fully displayed, but also the maximum effect of the project as a whole can be taken into account. Unlike the traditional teaching method, teachers are required to pay more effort. Teachers are needed to make real-time adjustments in this dynamic teaching process and provide targeted and practical guidance.

Projects used in project teaching methods should keep pace with the times

According to the school's survey of employment places for previous advertising art and design students, it is found that students are mainly employed nearby, and the main areas are in Fuzhou, Xiamen, Quanzhou, and other places. The before, the project selection of the project teaching method should be localized and individualized.

Summarize

The teaching reform of the "Advertising Planning and Creativity" course guided by the project teaching method is in line with the new development requirements of economic and social education for the training of advertising industry talents and bar with the current reform direction of higher vocational education. Through the practice of curriculum teaching reforms, students have aroused enthusiasm for learning, improved students' learning initiative, established a good sense of teamwork, enhanced students' creativity, creative thinking ability, and execution ability, and comprehensively improved the three dimensions of student activity knowledge, power, and quality to meet the needs of corporate positions. Society lays a solid foundation for cultivating high-quality advertising skills talents. This research is based on the background of the advertising design major of the author's College for teaching design. It may not apply to other regions with different economic development levels or schools that emphasize art design. Nevertheless, I still hope that this research can bring new experience and new thinking to front-line teaching.

Recommendation

This article uses job demand in the advertising industry as the direction and takes the three dimensions of knowledge, skills, and literacy as the standards for setting the curriculum system. According to the project teaching method, the teaching design of the "Advertising Planning and Creativity" course and Objectively analyze the effectiveness of the project teaching method in practice.

The project teaching method should be applied scientifically, and it is necessary to pay attention to the planned implementation of the project teaching method centering on the talent training plan of one's specialty and the characteristics of the curriculum.

The classroom using the project teaching method is a classroom where teachers and students interact. In the research process, Fully mobilize students' enthusiasm, give full play to the role of teachers and receive good teaching results.

The key to the implementation of project pedagogy is the teacher. Therefore, teachers should carefully design and choose appropriate projects and prepare all project-related materials according to teaching requirements. Sufficient preparation is conducive to teachers in the process of implementation to give students correct guidance at any time according to the changes in the project.

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ANALYSIS OF THE DEVELOPMENT TREND OF BEST EXPRESS

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Abstract

In recent years, convenient online shopping has become an indispensable part of people's lives, and the express delivery industry has taken advantage of the trend to meet the needs of the society. With the rapid economic growth, the express delivery industry has emerged as a new modern service industry, the market structure has evolved rapidly, and market behavior has become fiercely competitive. Since the opening of China Post Express Mail, the express delivery industry has undergone nearly 40 years of development. At present, various indicators of the express delivery industry are showing an exponential growth trend. The positive changes in the national transportation industry, e-commerce industry and online shopping-based lifestyles have a decisive impact on the "explosive" growth of the express delivery industry to a large extent. The technological level of China's express delivery industry has gradually improved following the steps of the global express delivery industry, and the huge industry scale has alleviated the employment pressure of the society.This article will analyze the development status of China's express delivery industry under the new normal, understand the evolution process of the express delivery industry, and briefly elaborate policy recommendations for optimizing the development of China's express delivery industry. In 2018, Best Express Group expanded its strategic goals to Southeast Asia. The country of the first stop is Thailand. With the vigorous development of the industry's direct operation model, Bestone Group boldly launched a franchise model, vigorously developed supply, and at the same time introduced Bestone into Southeast Asia. Its rapid expansion currently accounts for 30% of Thailand's market share. Currently in Thailand, Singapore, Malaysia, Vietnam and other places, it has established a firm foothold and has developed rapidly.

Keywords: Best Global Express**,** Best Freight**,** Supply Chain**,** Franchise Model**.**

Introduction

Research Background

On October 29, 2021, Shanghai J&T Express and Best Express Group jointly announced a strategic cooperation intention. J&T Express will acquire Best Group's express delivery business in China for approximately 6.8 billion yuan (US$1.1 billion).

Although Best Express is a listed courier company at the bottom of the ranking, its strength should not be underestimated. As of the end of June 2021, Best Express has been able to cover the whole country, with 20,000+ stations, 100% coverage in provinces and cities, and 98% coverage in districts and counties. It has only been more than a year since Polar Rabbit entered China.

But what makes the industry uneasy is that Best and J&T both use a loss-for-market strategy. The most tragic price war in the history of express delivery that only ceased not long ago was provoked by J&T. This time, J&T which has greatly increased in strength, will launch a "suicidal charge" to the industry again? What changes will the express arena?

Research Problems

How will Best Express develop after the Chinese express delivery business is sold?

Objective of the study

Through the analysis of the business development of Best Express, understand the future layout and development trend of the express industry.

Scope of the study

Best Express Group's development history, major events, business segments, industry advantages, existing problems, etc.

Research Significance

First, take the initiative to adapt to the new normal of economic development and give full play to the urgent need of the express delivery industry to play an important role in economic and social development. Second, continue to meet the increasing demand of the people for delivery and effectively promote the inevitable requirements of improving people's livelihood.

Third, it is a major measure to break the bottleneck of the express industry development and promote the transformation and upgrading of the industry to improve quality and efficiency.

Literatures Review

The U.S. International Trade Commission's 2004 report defines the express delivery industry as: (1) Quickly collect, transport and deliver documents, printed matter, parcels and other items, track these items, and control the entire process; (2) Provide with the above Other services related to the process, such as customs clearance, logistics services, etc. The "Express Market Management Measures" (promulgated by the Ministry of Transport of China in 2008) defines express delivery as: rapid receipt, distribution, transportation, and delivery of individually packaged letters and parcels, and other items that do not need to be stored, and within the promised period Delivery service for delivering to the recipient or designated place and receiving the receipt.

First, the domestic research on the express delivery industry.

Domestic scholars mainly conduct research on the express delivery industry from the perspectives of industry status, market structure, and industrial environment, analyze the basic situation of my country's express delivery industry, and put forward corresponding countermeasures and suggestions.

1. The status quo of the express delivery industry.

Zhang Hongbin (2006) believes that in China, the express delivery industry has problems such as restricted express business access, unreasonable supervision, irregular postal law enforcement, different policies and treatments of the express market entities, and low level of corporate management. The author made a systematic and comprehensive description and analysis of China's express delivery industry, laying a foundation for further research and providing a theoretical basis for the government to support the development of China's express delivery market.

Yan Jingdong (2008) analyzed the development environment and current situation of China's express delivery industry. The introduction of "003010" made the government's policy guidance for the development of China's express delivery industry gradually clear. Market opening promotes fierce competition in the express market. It analyzes the problems of undetermined postal franchise scope, unequal treatment of market entities, and backward technology in the development of my country's express delivery industry. The author proposes to improve the competitiveness of Chinese express delivery companies by regulating the market, improving technical levels, improving service quality, and strengthening strong alliances between enterprises, so as to break through the bottleneck of the development of China's express delivery industry.

2. The market structure of the express delivery industry.

Geng Songtao (2004) studied the entry barriers of China's express delivery market from the aspects of scale economy barriers, necessary capital barriers, product differentiation barriers, and policy and regulatory barriers. The author believes that domestic express companies must strengthen the construction of network systems, upgrade IT information network technology, so as to improve their own competitiveness.

Zhong Junjuan (2010) measured the market concentration index (CRn) of the express delivery industry, and analyzed the factors affecting the concentration of the express delivery industry from four aspects:

economies of scale, entry barriers, product differentiation, and policies and regulations. It is believed that my country should increase the barriers to entry, promote the survival of the fittest, increase the concentration of the express delivery industry, and optimize the market structure of my country's express delivery industry.

3. Industrial environment and competitiveness.

Li Qian (2008) uses the Michael Porter Five Forces Model to analyze the potential entrants, supplier capabilities, buyer capabilities, substitutes, and competitiveness of China's express delivery industry. The author believes that China's express delivery market is a buyer's market, and buyers have strong bargaining power. The government, labor and technology suppliers play an important role in the development of the express delivery industry.

Chang Nan (2010) conducted a SWOT analysis on China's private express delivery industry and believed that it has the advantages of localized operation, low prices, and flexible operating mechanisms. In terms of scale, management system and technology, China's private express delivery industry is at a disadvantage. China's private express delivery industry is facing opportunities brought by economic development and advances in information technology, as well as threats brought by international express giants and postal EMS. Therefore, it is necessary to make good use of SO strategy, WO strategy, ST strategy and WT strategy to improve its competitiveness.

Wei Guangxing (2010) established the market scale, service level and price level and other indicators, and used information entropy to determine the weight, thus establishing the express delivery enterprise competitiveness evaluation system. Through data analysis of EMS, SF Express, Shentong, and data, it is believed that market scale, service level, and network level are important factors that determine the competitiveness of express delivery, and proposed countermeasures and suggestions to strengthen network construction, improve service awareness, and develop value-added services.

4. Summary

Through browsing and analysis of related documents in the express industry, it is found that the existing literature has less analysis of the structure and performance of the express industry, and most of the existing literature only provides qualitative or simple quantitative descriptions of the express industry, and rarely conducts in-depth empirical analysis. . The structure and performance of the express delivery industry in the future can be discussed in depth. By using other indicators and methods to analyze the entry and exit barriers of the express delivery industry, conduct research on the express delivery industry, and provide a basis for the government to support and regulate the express delivery industry.

Research Methodology

Quantitative research methods are also called "statistical analysis methods" and "quantitative analysis methods". Through the analysis and research of the quantitative relationship of the research object's scale, speed, scope, degree, etc., we can understand and reveal the mutual relationship, change law and development trend of things, so as to realize the correct interpretation and development and prediction of things. This article will use statistical analysis methods to analyze.

"Best Express" is a well-known express brand under Best Group. It became a member of Best Group in October 2010. With informatization and automation as its core capabilities, it is the first in China to use informatization to explore the transformation and upgrading of the express delivery industry. At the forefront of the industry.

Best express service network covers all of China, and its business radiates to remote areas such as Tibet and Xinjiang, and its coverage of villages and towns ranks among the top in the industry. As of the end of December 2020, Best Express has 87 transshipment centers and 49,000+ terminal outlets across the country, with a network coverage rate of 100% in provinces and cities, and a coverage rate of 100% in districts and counties.

Best Express advocates the use of information to guide logistics and innovation to improve efficiency. Best Express has a professional Internet background technical team, and always integrates the "gene" of scientific and technological innovation into the development of the enterprise, and continues to innovate business models. In recent years, Best Express has continued to attach importance to the development of automation, technology, intelligence and green, and has invested heavily in smart equipment. With its strong independent research and development capabilities, it has effectively improved service levels and operational efficiency.

Advantages of Best Express: 1. Best Supply Chain Network: The best domestic B2B/B2C warehousing network, 163 key cities, 341 cloud warehouses; 2. Best Express network, with an average daily order volume of 15 million orders, ranking the country in terms of unit volume The first echelon, 117 transshipment centers, 28,000+ outlets; 3. Best Goods, the best domestic vehicle platform network, 30 provinces, 240,000+ adjustable trucks; 4. Best Express network, average daily cargo volume 16,000 tons, the scale is in the forefront of the country, 120 transshipment centers, Nearly 12,000 outlets.

Complete customer solutions (from products to solutions), first, supply chain solutions: O2O overall solutions, supply chain layout optimization solutions, SAAS solutions, rapid response supply chain solutions; second, logistics solutions: Last mile solution, RDC warehouse and distribution integrated solution, CDC direct distribution store solution, multi-warehouse visualization solution, procurement logistics solution, integrated distribution solution, e-commerce logistics solution, reverse logistics solution; 3. Products: Lean delivery products (distribution and allocation in stores in the business district, distribution and allocation in regional stores, express door-to-door delivery, express delivery, home delivery); visual trunk products(Sales logistics, purchase logistics, complete vehicles, less than cargo); new warehousing products(B2B, B2C, B2B2C, management output); platform system products (WMS, TMS, GPS, BEST Apps)

In 2019-2020, Best Express will establish an express network in Thailand, Vietnam, Cambodia, Laos, and Malaysia, and simultaneously carry out domestic and foreign express services.
From 2020 to 2021, Best Express will establish logistics networks and supply chain warehouses in major Southeast Asian countries, and continue to establish express delivery networks in the Philippines and Indonesia.
From 2021 to 2022, Best Express will establish an express network covering the entire Southeast Asia and build a supply chain service platform in Southeast Asia.

J&T Express is a fast-growing international express logistics company. The company was founded in August 2015, with express delivery and cross-border logistics as its core business, and is committed to continuously creating the ultimate service experience for customers around the world. Gitu Express's express delivery network covers eight countries including China, Indonesia, Vietnam, Malaysia, Thailand, the Philippines, Cambodia and Singapore, serving more than 2 billion people worldwide. In March 2020, J&T Express relied on the express delivery business of mainstream e-commerce platforms in Indonesia and Southeast Asia to achieve a counterattack and started low-key domestically. At first, it did not get much attention from the market, but in less than a year, this fierce "rabbit" has been known to everyone. J&T Express China has put into production 74 transshipment centers and built 56 sets of automated intelligent sorting equipment; China's domestic service network coverage rate has reached 100%, and the high-density outlets effectively ensure that Jitu can reach customers in a short period of time; it is now planned More than 2500 main line frequency, realizing the seamless connection of main lines and branch lines, special product areas can be focused on protection, flexible and three-dimensional lines can ensure the fast service of Extreme Rabbit, and timeliness priority.

In April 2021, J&T Express has secured a new round of financing of US$1.8 billion. In addition to the US$580 million investment led by Boyu Capital, Sequoia Capital and Hillhouse are also on the list, and the lineup of capital can be described as luxurious. After the investment, the valuation of US$7.8 billion has surpassed established express companies such as YTO, Shentong and Yunda, and is second only to SF Express, JD Logistics and ZT Express.

In September 2017, Best Group was listed on the New York Stock Exchange. In addition to being the second logistics company to go public in the United States, Best Group issued a total of 45 million American Depositary Shares (ADS) at a price per share. 10 US dollars, the total financing amount is as high as 450 million US dollars, it was also known as the largest fundraising among Chinese companies listed in the United States that year.

However, the Best Group has not achieved sustained growth after its listing. In recent years, it has been in a state of continuous loss. According to public information, from 2016 to 2021, the loss of Best Group was 1.363 billion yuan and 12.28 respectively. 100 million yuan, 508 million yuan, 219 million yuan, 2.051 billion yuan.

In terms of market share, according to previous data released by iiMedia, as of January 2021, SF Express accounted for 10.64%, Yunda Express accounted for 16.33%, YTO Express accounted for 14.94%, Shentong Express accounted for 9.93%, and Best Express and Best Express The market share of J&T Express is 10.2% and 8%. It can be seen that Best Express is gradually opening up the gap with SF Express and other companies in terms of market share. At the same time, in terms of average daily order volume, Best Express It has also gradually fallen into a disadvantage. Taking 2021 as an example, according to related reports, the average daily order volume of Best Express is about 25 million orders, while the average daily order volume of Shentong Express is 63 million orders, and YTO Express is 42.49 million orders. J&T Express delivery is 20-30 million orders.

Therefore, after J&T Express announced the acquisition of Best Express, industry insiders have pointed out that for J&T Express, what is most needed is to quickly roll out domestic outlets to stabilize its position in the domestic express market. It is a shortcut. In addition, J&T Express will also increase its market share after the acquisition. For Best Group, selling its domestic express delivery business will also help the group reduce financial pressure.

According to Best Express's 25 million-day orders recently disclosed by Best Express and J&T Express's 22 million-day orders disclosed by J&T Express, after the two complete their business mergers, they will have a 14% market share and are expected to rise to the third place in China, surpassing Supernatural power enters the first echelon.

Finding and Conclusion

In 2020, the leading prices of industry leaders will decline. Under the Matthew effect, the market share of leading companies will become more stable, and the industry will accelerate its transformation into an oligarch. At present, the four obvious camps in the domestic express delivery industry are:

1) Relatively independent SF Express;

2) Best Express, Shentong Express, Zhongtong Express, Shentong Express and Yunda Express, which Ali shares or controls;

3) JD's self-built logistics and its subsidiary Zhongyou Express;

4) Rely on Pinduoduo's fast-growing J&Texpress.

Compared with the price war in the US express delivery market, it was probably from 1982 to 1994, which lasted for about 12 years. In the end, the concentration of the three giants reached about 80%, while the current concentration of the top 8 companies in the domestic express industry is about 80%. In addition, new players such as Jitu, Zhongyou, and Fengwang have entered the game against the trend. The short-term competition for market share will inevitably accelerate the progress of the price war. It is expected that the intensity of the domestic express price war in the past two years will not decrease.

Leading companies in the industry have more advantages in terms of asset reserves, network strength and costs. With the further deepening of price wars, industry profits continue to be eroded. Laggards are the first to lose money and are unable to fight price wars. On the one hand, the leading advantages It is the cost control ability and brand premium that have brought higher gross profit margins. At the same time, the strong financing ability and continuous blood transfusion are the foundation, which is expected to lead to the successful promotion of the oligarchs in the decisive stage.

Recommendation

Best Group agreed to transfer its domestic express delivery business to J&T Express at a price of approximately RMB 6.8 billion. According to the agreement, Best Express will transfer the equity, assets, outlets, transshipment centers, personnel, technology, and systems of domestic express delivery companies to J&T Express. With this transaction, J&T Express will be able to gain Best Express talents, market share and Taobao traffic in a short period of time. After Best Express sells its express delivery business, it will reduce the pressure and focus on deepening the express delivery, supply chain, Best Global and cross-border businesses. At the same time, J&T Express and Best Express are all asset-light operations, and a large number of transshipment centers and vehicle assets are still required.

For the industry, this transaction also has a symbolic significance to the competitive landscape. The trend of express delivery heading is obvious, and the operating pressure of tail enterprises is greater. Mergers and acquisitions will be an important way to change the competitive landscape in the future. Under the leading competition model in the future, price competition in the industry is not the only means, and it may move towards brand and service competition.

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RESEARCH ON DEVELOPMENT PLANNING OF LIUZHOU RAILWAY LOGISTICS PARK

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Abstract

With the improvement of urban residents' living standards, urban expansion layout and the development of new forms, modern logistics industry to promote the vigorous development of e-commerce industry, modern logistics park planning and construction has become an important means of many cities to promote economic development, the rapid development for the planning of modern logistics park provides the basic guarantee. However, the scientific and reasonable planning of the logistics park is the key to the expected development benefits of the completion of the park.

Through the above research, the use of logistics park planning theory, combined with the Liuzhou city logistics present situation characteristic, put forward function optimization, layout reasonable, economical and feasible Railway Logistics Park, to provide reference for the research on the experience of railway logistics park development plan of the same type.

Keywords: Railway Logistics park, overall planning, benefit analysis

Introduction

Research Background

According to the 12th Five-Year Plan of China Railway and The Medium and long Term Plan of China's Railway Network, China will build more than 50 railway logistics centers. Relying on the construction of new lines and the renovation of existing lines, China will actively promote the construction of double-deck container transport channels, vigorously develop multimodal transport, and improve transport efficiency and quality. At the same time, through the integration of various modes of transportation, to adapt to economic restructuring, foreign trade and port development needs, to meet customers' requirements for convenient, safe and "door to door" transportation services. It is because of the above reasons that speed up the construction and growth of Liuzhou Railway logistics Park.

Liuzhou Railway Logistics Park is jointly constructed with the relocation hub of Liuzhou Railway Liuzhou East Station, located in Liuzhou City of Guangxi Zhuang Autonomous Region, connecting guizhou and Guangxi, Jiaoliu, Hunan and Guangxi, Hengliu and Liunan passenger special railway altogether 5 trunk lines and 1 local railway Tanqiu line;Located at the junction between the open coastal zone of South China and the inland areas of southwest China and central South China, it is an important railway transportation hub connecting southwest China and central South China with the coastal areas of South China, playing an important role of "connecting east and west, connecting south and reaching north" in regional economy. Liuzhou as a material distribution center and one of the sources of economic and technological radiation, the construction of the park has an important strategic role in the economic development of the whole region.

Research Problems

Based on the existing logistics park planning theory, this paper analyzes the development of Liuzhou logistics industry and makes the following research on the planning of Liuzhou railway logistics park:

First of all, the railway logistics park overview, on the basis of the existing logistics park construction theory, the basic concept of logistics park, characteristics, nature of a simple analysis, for the railway logistics park construction planning to provide the necessary theoretical foundation.

Secondly, liuzhou railway logistics park demand analysis

Based on the logistics development status and available data of Liuzhou city, the demand for railway logistics park in Liuzhou city is obtained by using grey prediction method .

Again liuzhou railway logistics park planning research

On the basis of analyzing the background and demand of liuzhou railway logistics park construction, the overall layout of Liuzhou railway logistics park is studied, including the planning objectives, positioning, layout, site selection and function setting, etc.

Finally, the investment risk and comprehensive benefit of Liuzhou railway logistics park are analyzed

Starting with the study of the overall planning of Liuzhou Railway Logistics Park, this paper analyzes the risks of the project, including risks of policy, market operation, technical engineering, supply chain and market operation, and finance, and then puts forward feasible countermeasures and makes a comprehensive evaluation and analysis of benefits (Zhao, 2014).

Objective of the study

Railway logistics park is a logistics node based on railway hub, railway goods yard and other places. Through scientific and reasonable layout, it gathers all kinds of logistics facilities and logistics enterprises, connects several modes of transportation, and optimizes a cargo distribution center of railway logistics industry.

This platform integrates warehousing, distribution, packaging, loading and unloading, information trading, consulting services, multimodal transport and other logistics services to bring benefits into full play.

From the actual situation of our country, railway plays an important role in bulk material transportation, especially in medium and long distance transportation. At the same time, in order to adapt to the direction of China's economic and social development, we should focus on the development of fast and heavy freight, so as to ensure the coordination ability of the whole railway freight line. Liuzhou in the hinterland of Guangxi, industrial concentration, convenient transportation, Hunan and Guangxi railway, Guizhou and Guangxi railway, Jiaoliu railway and Hengliu railway, Liunan passenger special five main line intersection and contact southwest, central and southern regions and south China coastal areas of the important railway hub. Therefore, it is very necessary to carry out the planning research of Liuzhou railway logistics park. According to the above research results and the characteristics of railway logistics, some suggestions on the overall planning of Liuzhou railway logistics park are put forward to facilitate the development of local logistics industry.

Scope of the study

The research focuses on railway logistics park planning in Liuzhou city, Guangxi Province, China. It is very necessary to plan and design the railway logistics park in Liuzhou, Guangxi as the hub of the national railway. Through consulting a large number of railway logistics, logistics railway logistics park, railway logistics park characteristics, railway logistics park demand, railway logistics park overall planning, from the perspective of five stages to establish the relationship between railway logistics and logistics park framework. Then, through the theoretical framework, this paper analyzes and discusses the demand of Liuzhou railway logistics park. Finally, according to the above research results and the characteristics of railway logistics, the author puts forward some suggestions on the overall planning of Liuzhou railway logistics park.

Research Significance

When China Railway Corporation held a working meeting in 2016, Sheng Guangzu, secretary of the Party Group and General manager of China Railway Corporation, urged to promote the reform of freight transportation and put the transformation and upgrading of railway freight transportation toward modern logistics in a prominent position. In this context, in order to better adapt to the reform of railway logistics, railway logistics parks emerge at the historic moment. For this reason, railway logistics parks all over the country have mushroomed and appeared in people's sight. Many provinces and economic central cities from the government to enterprises have increased their attention to the planning and construction of railway logistics parks. In addition, several railway logistics parks have been planned in the regional logistics development planning. Railway logistics parks have become the investment hotspot in the field of logistics, and various types of railway logistics park investment projects have appeared. However, there are many problems in the planning and construction of railway logistics parks in many cities in China, such as blind investment, repeated construction, occupation of a large amount of land, unreasonable layout and so on. Therefore, under the current circumstances, it is very timely and necessary to study the development planning of railway logistics park.

Literatures Review

(1)The current state of theoretical research

The development of China's logistics park, from the beginning has been about 20 years time, since 1992, China set up the first logistics distribution center. Then, in December 1998, China established the first logistics park - Shenzhen Pinghu logistics base. In recent years, with the transformation of traditional logistics mode and the rapid rise of modern logistics industry, China's major transportation hubs and regions with rapid logistics development have gradually formed and established urban or regional logistics parks. For example, in Shanghai, the development of four large-scale logistics park: Pudong Airport Logistics Park, Outer Takahashi Bonded Logistics Park, Northwest Logistics (Jiangqiao) Park and Yangshan Deepwater Port Logistics Park. The eight major logistics parks, 12 logistics centers and 8 distribution centers planned and built by the state in Qingdao are also progressing smoothly.

In the existing research, some scholars focus on the strategic positioning and development planning of logistics park, they have made a reasonable analysis of the environment in which logistics park is located, based on the operation of the city where the logistics park is located, and analyzed the advantages and disadvantages in the development environment of logistics park. Taking Quanzhou Logistics Park as an example, Chinese scholar Zhong (2014) used SWOT to analyze Quanzhou's economic and industrial base, transportation infrastructure location resources and policy advantages, as well as the development of the park facing weak modern logistics facilities, the lack of rich disadvantages of logistics enterprises stationed in the park, the reform of the same city development platform and financial services system for the further development of Quanzhou Logistics Park provides opportunities, while the strong competitiveness of Fuzhou, Xiamen City is the threat of Quanzhou logistics park. It provides the idea and method reference for the background analysis of the design of the park in other parts of China (Zhong, 2014). Shaoshuo, Rongfa, Feng, & Honggao, (2011) also used the SWOT method to analyze the internal advantages and disadvantages and external opportunities and threats of the modern logistics park in the north of the city in the light of the current situation in Guilin City, and put forward suggestions for improving the operating environment, implementing fee tax concessions, cultivating key projects and strengthening national security. In particular, a small number of scholars will be the logistics park planning process and sustainable development closely linked, Yan, Yuhua, & Yuyan, (2013) will be green low-carbon goals and logistics park planning and construction of all aspects of the comprehensive link, in the planning period, park objectives, park site selection, park layout should take into account sustainability and greenness, in the construction of energy-saving and environmental protection materials and equipment, operation and management to promote low-carbon operation of enterprises in the park, pay attention to relevant publicity and education. Among them, the evaluation of logistics park layout scheme can take advantage of the advantages and disadvantages of the listing method, AHP hierarchical analysis or weighted factor analysis.

(2)The current state of practice research

Because of china's vast territory, large population, logistics parks throughout the country in the process of continuous emergence, because of their complex environment, in the process of construction planning are faced with different problems and therefore have different focus and planning methods. Therefore, many scholars in China, according to different research objects, have carried out practical case studies and research on the construction planning of many large logistics parks in China. In the planning and design of the city logistics park, Chaoyang (2015) put forward the design focus on the impact of urban transportation, taking the planning and design of the logistics park as an example, and thought that the location of the logistics park on the edge of the city would be conducive to the sustainable development of the city, and prevent some large logistics facilities may cause adverse effects on urban traffic and the environment (Chaoyang, 2015). In the planning of the logistics park based on the railway, under the background of the rapid development of the logistics industry and the emergence of a large number of logistics parks, Jingping & Zhang (2014) have carried out planning and research on the logistics park of Yantian East Station. On this basis, the overall positioning plan of the railway logistics park is given, which sets a milestone for the national railway construction planning railway logistics park. In the future logistics park development planning and recommendations, Tianfu & Heng (2011) to build planning Heilongjiang agricultural logistics park as an example, through the SWOT method to analyze Heilongjiang Province's geographical advantages, summarized that it has a variety of transport tools and modes of transport, adequate logistics needs, the advantages of rapid development of the urban economy, for Heilongjiang Province logistics park development provides a more solid foundation. However, relatively speaking, the idle waste of resources, the imperfection of hardware and software facilities and the lack of talents and coordination of agricultural product logistics hinder the development of the park to a certain extent. Heilongjiang is located in the vast and fertile black land, in the face of the government's attention and support to it, the continuous development of agricultural trade volume at home and abroad and the agricultural industry's hope to reduce logistics costs, the construction and development of agricultural products logistics park is the trend, the hope of all, but its disadvantage lies in the face of fierce market competition, lack of market rules and lack of domestic experience in the construction of agricultural logistics park.

Therefore, Wei and others put forward a phased planning for Heilongjiang Agricultural Product Logistics Park in the near, medium-term and long-term strategy. In the short term, strengthen the construction of hardware facilities and personnel training, build one or two pilot logistics parks in the province, continue to consolidate and pay attention to market competition in the medium term, strengthen the development of foreign markets, break through the administrative regional restrictions in the long term, and move more towards socialization and human culture development. Although China's current logistics industry and logistics park are in full swing development, but in the process of development of logistics park there are still some shortcomings. From a national perspective, there is an imbalance in the development of China's logistics parks, lack of a national overall layout, duplicate construction problems in some areas, local governments do not pay attention to the development of logistics parks and other issues. This is also due to China's logistics industry relatively late start in developed countries, some local governments lack of awareness of the importance of logistics park construction.

(3) Summary of views

With the strong rise of China's modern logistics industry, more and more scholars pay attention to and study the construction experience and construction methods of foreign logistics parks, and combine the economic situation and geographical conditions of provinces and cities throughout China, for the domestic logistics park planning and construction of the theory and practice have added and enriched a 1ot of connotations. Most scholars are very optimistic about the future development of China's logistics industry, and agree that the construction of modern logistics park has been the call of the times, but it should be noted that the current construction of China's logistics park still exists in the positioning of unclear, planning confusion phenomenon. Therefore, we should abandon the extensive construction method, learn from the development experience at home and abroad, and make adequate planning preparations under the guidance of the government and experts before the construction of the park. From the point of view of the relevant topic, at present, there are still few relevant documents on the construction of Liuzhou logistics park, the relevant literature focuses on the case study of logistics park, and the literature on the construction planning of Liuzhou railway logistics park is very small. Because of the vastness of our country, the economic and political market situation and geographical situation are different in different regions, and the angle and method used by different scholars to analyze the problem are not the same. In the planning of logistics parks everywhere, some documents focus on strategic planning, while some literature focuses on scale planning. Therefore, the planning of Liuzhou Railway Logistics Park also needs to be carried out according to its own situation, learning the system analysis of regulation ideas and methods.

Past research

Throughout the development of logistics in foreign countries, logistics parks appeared about 20 years later than logistics. Even in western countries with more developed logistics, logistics parks have only developed in the last 10 years.

At present, as a new trend in the development of modern logistics industry, logistics park is in rapid development, and its operation and construction experience is relatively mature in Japan and Germany. Based on the theory of supply chain management, Shaffer (2009) analyzed the feasibility of logistics park and then put forward planning suggestions. Leem (2002) a German mathematician, applied and analyzed the two-level fuzzy evaluation method in the study of the functional positioning of logistics parks, opening up a new research path. Starting from the perspective of network, Ballou (2006) elaborated the issues that should be paid attention to in the site selection of logistics parks. Tungchen (2001) used the fuzzy comprehensive evaluation method in the location analysis of China, and carried out case analysis. The fuzzy mathematical evaluation analysis method played a guiding role in the location selection of logistics parks in this paper, although this paper only targeted at the small range of location selection of distribution centers., Wamba, Lefebvre, Bendavid, & Lefebvre (2008) used radio frequency technology (RFID) to evaluate supply chain. Under the role of E-Commerce B2B, The connection between logistics enterprises and customers has been further strengthened. Slack (2014) proposed the concept of logistics park function positioning and its influencing factors from the perspective of system. Eiichit & Ivfichihikon (2010) analyzed the role of logistics park in alleviating traffic jams, saving energy, reducing labor costs and environmental protection, studied the ideal location and ideal scale of logistics park by using queuing theory and nonlinear programming theory, and designed a two-level mathematical model. In addition, considering the existing traffic conditions, solving the optimal location of logistics park can optimize the scheme, but this method of using fuzzy mathematics for scheme selection is worthy of reference. Huang, Batta, & Nagi, (2009) consider the two-dimensional location selection and scale decision of an integrated logistics center, whose goal is to reduce the total inbound and outbound transportation costs and logistics center construction costs. Bolduc, Renaud, & Montreuil (2006) propose a multi-time vehicle routing model in mass production and distribution networks. The paper uses heuristic mathematical algorithm to solve the vehicle routing problem of single-level retailers. This method is also applicable to the vehicle routing problem of multi-level retailers. Kallehauge (2006) have modeled vehicle routing problems in metropolitan centers. Based on "the vehicle routing problem with time windows," Build a new vehicle routing model.

In China, there are many studies on the planning and design of railway logistics parks. For example, Jiangting (2015) expounds the current planning of Logistics parks in China from the perspectives of layout planning, operation mode and logistics prediction in Her Research Review of Layout planning and Development of Logistics Parks. In Research on The Operation Mode of Railway Logistics Parks, Haitao

(2013) discusses Railway logistics parks in China from the aspects of investment, construction, management, operation, organizational structure and profit model from the perspective of China's railway system. In General Planning and Operation Mode of Geliping Railway Logistics Park, Lijuan (2016) analyzed the planning and operation mode of railway logistics Park by using the writing ideas of fuzzy mathematics evaluation method. JiZong (2015) in Hohhot railway logistics park research on management mode and operation efficiency evaluation, the railway transportation system reform background, in combination with the practical situation of Hohhot railway administration, the management of the Logistics Park mode, to Nanning railway logistics park in Liuzhou construction has provided the reference solution. In the Feasibility Study of Jinzhou Tanghezi Railway Logistics Park Project, Tai Feng put forward the feasibility reference opinions based on the reality of Shenyang Railway Bureau and the national policy environment and local logistics status. In The Design of Operation Nodes of Urumqi Railway Logistics Park, Nan (2009) proposed the characteristics of logistics operation links, which have certain special components, so it should be taken into account in logistics park planning. Zhao (2014) in the studies of domestic and international logistics park development present situation analysis of the current logistics park in Japan, Germany, the United States a successful experience, provides the thesis writing direction, also has some well-known domestic logistics parks, such as China railway logistics park, anji auto logistics park and so on has carried on the case analysis, put forward many feasible opinion.

Combined with the current situation of literature research at home and abroad, it can be seen that the research ideas and methods of logistics parks in foreign countries have formed a relatively complete system, especially the use of fuzzy comprehensive evaluation method, which has always been a new idea of current research. The international research on logistics parks should be said to be more in-depth and comprehensive. Among them, quantitative research is more common, mostly focusing on the location and scale determination of logistics park, effective logistics network design and optimization. Comparatively speaking, there are few qualitative researches, but the researches are very mature, mainly focusing on the development strategy of Logistics Park, the functional design of Logistics Park and the government behavior. As the inevitable product of logistics industry development to a certain stage, Logistics Park has become increasingly mature in Europe, America, Japan and other developed countries. According to data, Japan began to build logistics parks in the late 1960s, and was the first country to propose logistics parks. On the basis of foreign research methods and ideas, domestic literature research has carried out theoretical innovation, from the layout planning, efficiency analysis, operation mode and other aspects of research, but from the actual situation of local railway logistics, there is no in-depth discussion, only a few local railway bureaus are not comprehensive cases and discussions. Further improvement and enrichment of theoretical research are needed (Jizong, 2015).

Finding and Conclusion

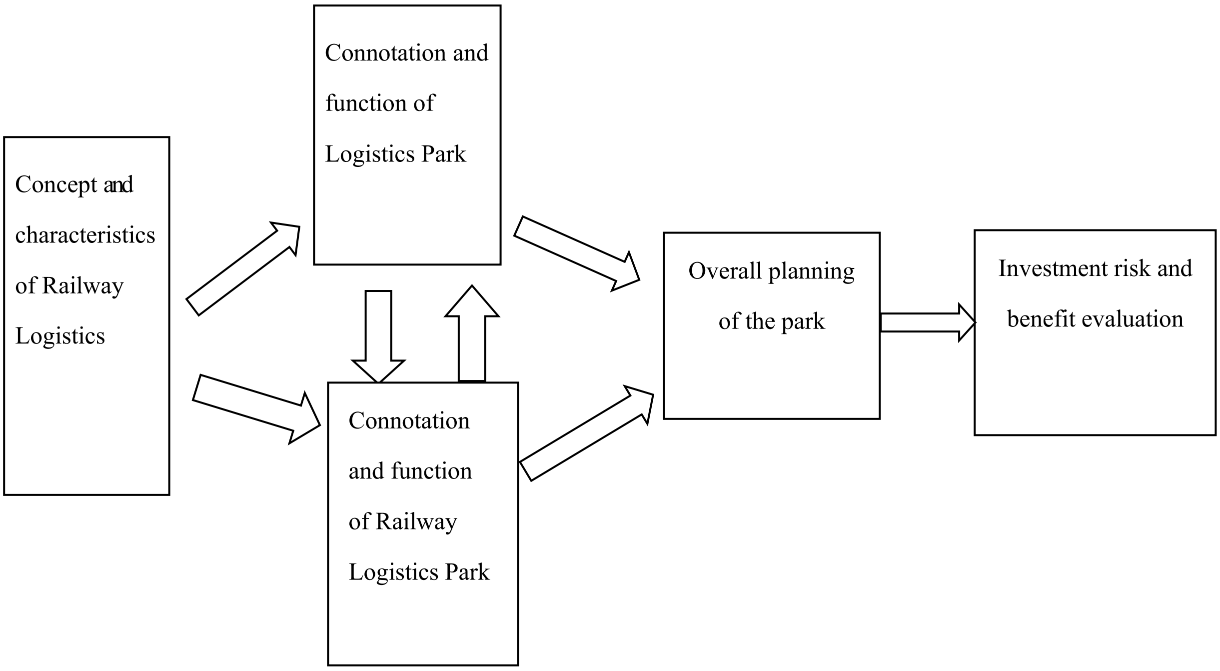

Figure 1: Model used as a guideline for this research

Under the new normal of economy, railway cargo transportation, as the backbone of China's logistics activities, is in the operation of the national economy more and more responsibilities. How to lay out in the whole railway system in this large network in line with the development trend of modern logistics The significance of the railway logistics park is very important to the transformation and development of railway freight.

This paper makes a systematic analysis of the location selection and operation mode of Liuzhou Railway Logistics Park, combined with the regional economic society The development status quo and the railway station area network situation, from a practical point of view, a detailed study of the selection of a railway logistics park The site process and the operation and management mode of railway logistics park are studied. After systematic research and analysis, the following are obtained conclusion:

(1) The functional positioning and its own characteristics of railway logistics park and traditional logistics park are similar and similar There are big differences, railway logistics park development began in recent years, with a strong backward advantage, can draw on traditional things The planning and operation experience of the flow park, combined with the advantages of railway transportation resources, relying on the national development of logistics industry policy We will vigorously develop modern railway logistics parks and contribute to regional economic and social development.

(2) The planning and location of the railway logistics park must be combined with the geographical characteristics of the city and the current situation of economic development. Relying on the railway line connection situation and the railway station area situation, specifically determine the best site option. If the logistics park is planned and selected Site work is not done well, will lead to the operation of the logistics park after the flow of business, logistics, people can not gather, multimodal transport Poor, weak distribution capacity in the city and other issues. This paper through the field investigation and site survey, combined with Baotou City economic and social development The present situation of the exhibition and the railway hub, a detailed analysis of liuzhou railway logistics park site selection program.

(3) The operation and management mode of Logistics Park has a very important influence on the development mode and direction of the park. This paper compares and analyzes the operation and management mode of logistics park at home and abroad, and studies the various influences in the operation process of logistics park Factors, the function of Liuzhou Railway Logistics Park is analyzed and positioned, and the operation mode of Liuzhou Railway Logistics Park is operated On the basis of the design of the case, finally, the Liuzhou railway logistics park in the future need to expand the business content Think deeply.

Recommendation

The implementation of this project will contribute to the formation of strategic logistics channel + regional logistics network + professional logistics network + urban distribution network three-dimensional infrastructure, and play a strong role in promoting the realization of "multi-modal transport, multi-industry linkage and common development". It provides a broad platform for logistics enterprises to strengthen the application of big data, cloud storage, Internet of things, mobile Internet and robot intelligence; It will play a significant role in guiding traditional enterprises such as transportation and storage to extend services up and down the supply chain, fostering the development of emerging logistics formats such as express delivery and e-commerce, and encouraging the integrated development of emerging industrialization led by manufacturing and emerging service industry led by logistics. It will play an important and positive role in building regional logistics trade and marketing network center, e-commerce logistics platform system, building logistics distribution center radiating to the whole country and serving the world, and enhancing the radiation power and competitiveness of cities. Then the following conclusions are drawn:

First of all, it is Liuzhou railway logistics Park demand analysis. Liuzhou is a strong industrial city in Guangxi. It is the only city in China with production bases of Faw, Dongfeng, SAIC and Sinotruk, and its vehicle production capacity ranks the top three in China. Its "543" industrial structure is well-known at home and abroad. At the same time, as the core city of commerce and trade in Guangxi and an important transportation hub, in terms of railway freight volume, it ranks first in Guangxi. Industrial raw materials are transported by railway, which is an important source of railway freight volume in Liuzhou. For example, coal and iron ore of Liuzhou Steel are transported to Liuzhou from Fangchenggang and Zhanjiang by railway. Liuzhou construction machinery is also the main mode of transport rail transport. In terms of agricultural products, Liuzhou is an important distribution center for "fruits from the south to the north", "vegetables from the South to the north" and "grain from the north to the south". Over the years, relying on the operation of main, trunk and branch lines and the network of special lines, the railway has made significant contributions to national major projects, the collection and distribution of raw materials and products for industrial production, the city's commercial circulation, the transport of agricultural products, the military supplies and flood relief emergency support. Formed a handful of core network systems in the whole region (Zhifeng, & Hua, 2015).

Secondly, the characteristics of liuzhou railway logistics park are obtained

(1) High-standard positioning and key breakthroughs**.** Seize the hexi, hedong upstream and downstream of auto parts and vehicle base, steel, city trade and joint distribution, transportation hub, park many link elements such as radiation, and alignment is closely related to the strategic positioning and industry characteristics of modern service industry in key areas and crucial links, high standard, high starting point, the overall planning, step-by-step implementation, to key projects as the breakthrough point. Promote the overall development of the service industry.

(2) Based on south Liuzhou, look to the overall situation**.** Liunan District is the key development area of industry, agriculture and commerce in Liuzhou city. Wuling, Liugong, Liuzhou Cement and other well-known domestic and foreign large enterprises have settled here. Major hubs such as railway passenger transportation, freight transportation and marshalling are all concentrated here. About 70% of large logistics enterprises in Guangxi also gather here, forming the most perfect logistics cross network in Guangxi. Its strong industrial base advantages, regional advantages of transportation and commercial and trade development advantages rank first in the city.

(3) Classified guidance and differentiated treatment**.** There are cold chain, special goods and other different areas in the park planning, different areas have a great difference, planning for different areas to adopt different compilation strategies, different treatment, give full play to the strengths and advantages of different areas, and support each other between regions.

Once again Liuzhou railway logistics park overall layout planning.

Liuzhou railway logistics park layout according to "a nuclear, sanduo, radiant, 12" area to locate, namely "centered on the railway transport, multimodal transport, multi-industry linkage, diversified business, covering YueGui qian high-speed railway economic belt, radiation in south west of the pearl river econohyyt6mic belt, southwest chongqing new Europe, asean, the eastern Yangtze river delta and the northern xiang 'e, It provides a comprehensive large-scale commodity trade, display and logistics service platform that integrates commodity wholesale and on-site trading, warehousing and distribution, goods transfer, online order trading, information release and matchmaking, financial settlement and other supporting services.

Therefore, the park is a comprehensive operation park with a total scale of about 4300 mu. The planned functions include: goods trading, warehousing, automobile, express delivery, highway port, urban trade distribution, distribution of industrial products and parts, transportation and transfer of bulk materials, agricultural products and cold chain distribution, multimodal container transport, export processing and port declaration, information platform and smart park functions. The division and function orientation of logistics center include Liuzhou Railway Logistics Park planning automobile and construction machinery logistics center, special goods area 1, special goods area 2, agricultural products cold chain center, building materials home area, railway core area, container area, fast goods area, highway port, West Goose freight station, customs supervision and comprehensive service area 12 functional areas.

The research of this paper can play an important and positive role in constructing regional logistics trade and marketing network center, e-commerce logistics platform system, building logistics distribution center radiating to the whole country and serving the world, and enhancing the radiation power and competitiveness of cities.

First, we should do a good job in the transformation and development, expand the supply of railway goods and provide high-quality comprehensive logistics services in accordance with the goal of organically combining point-to-point transportation and door-to-door logistics services.

Second, we should actively explore a model of transformational development that suits our own conditions. Make full use of railway transportation resources to explore suitable development mode, such as the transformation of China Railway Logistics Park and the idea of "returning the city to the park", which can be considered as the key category of investment and entry.

The third is to use the resources of railway logistics enterprises, and actively carry out the reorganization and integration of logistics enterprises.

Fourth, strengthen the construction of logistics facilities, strengthen the construction of multi-route strategic loading and unloading points, take the initiative to participate in the construction of logistics facilities in industrial parks, logistics parks and new factories of large enterprises.

Fifth, government departments should increase support to railway logistics management policy, land policy, investment and financing policy and price policy.

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Research on the Optimization Design of Teacher Performance Evaluation Index System in Private Higher Vocational Colleges - Taking Quanzhou College of Technology as an Example

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Abstract

This thesis mainly studies the optimization design of the performance appraisal system of teachers in higher vocational colleges. In the research, this paper draws on the theories of incentive theory, performance management theory and economic theory related to performance appraisal, and takes Quanzhou College of Technology as an example, combines the status quo of teacher performance appraisal and satisfaction survey analysis, and investigates and analyzes the current situation and problems of teacher performance appraisal in this college. Then use the balanced scorecard theory to optimize the teacher performance appraisal index system, design a new teacher performance appraisal system for higher vocational colleges, and finally put forward some suggestions for the college's performance appraisal, in order to solve the current assessment problems.

Keywords: private higher vocational colleges, performance appraisal index system, optimized design.

Introduction

Research Background

Teachers in higher vocational colleges are an important force in cultivating students to become talents and promoting school development. With the continuous expansion of the scale of higher vocational colleges in China, new requirements have been put forward for teacher performance evaluation. How to evaluate teachers' work fairly, comprehensively and objectively, evaluating college teachers with the help of an efficient and scientific teacher performance evaluation system, improving teaching quality and promoting the development of colleges and universities are important issues in facing the current reform of colleges and universities.

In recent years, the college has begun to comprehensively implement school reforms, optimize performance appraisal related policies, and implement school management according to law in China. In the assessment, there are still too many assessment indicators that are difficult to quantify, ignoring the long-term professional development of teachers, insufficient incentive mechanism, lack of systemic assessment, teaching evaluation is mere formality, lack of feedback and communication, etc., which are not conducive to the development of the college. In the context of the continuous expansion of the scale of colleges and universities and the continuous deepening of education reforms, In terms of performance appraisal theory, there is still a lack of performance appraisal theory with the characteristics of higher vocational colleges. Universal applicability, which has also led to the development of performance appraisal,but there is no systematic study of the theory and method of performance appraisal in higher vocational colleges.

It is an objective fact that there are still deficiencies in performance appraisal in higher vocational colleges in theory and methods. We must choose the theory that suits us based on the actual situation in Quanzhou College of Technology, and continuously improve, summarize and feedback on the basis of practice, so that it can solve the problem of teacher performance evaluation in the college. The practical training mode of higher vocational education requires teachers of vocational colleges to adopt teaching methods that are suitable for this, which puts forward higher requirements for teachers of vocational colleges. Therefore, only by constructing an assessment system that matches the teachers of vocational colleges, the sound development of higher vocational education be promoted.

Research Question

This thesis mainly studies the performance appraisal of teachers in higher vocational colleges, and takes Quanzhou College of Technology as an example to investigate and analyze the current status and problems of the college's teacher performance appraisal, and then use the balanced scorecard theory to optimize the system in evaluating the teacher performance appraisal index, and finally put forward some suggestions for the performance appraisal of the college.

Objectives of the study

This thesis mainly draws on the incentive theory related to performance appraisal, performance management theory and economic theory. And on the basis of theoretical analysis, combined with the current situation of vocational college teachers' performance appraisal and satisfaction survey analysis, the thesis makes further analysis of the existing problems of vocational college teachers' performance appraisal and the countermeasures to solve them. It borrow from the balanced scorecard theory to optimize the design of a new performance appraisal system for teachers in vocational colleges to solve many problems existing in the current appraisal.

Scope of the study

This thesis takes Quanzhou College of Technology as an example, through the analysis of the status quo of the college's teacher performance appraisal system, and conducts interviews and related investigations on the teacher performance appraisal system. This research extensively collects teachers' opinions and suggestions on the original teacher performance appraisal system, and summarizes the existing problems. Next, on the basis of the related theories of the balanced scorecard, the author will use a variety of research methods, re-optimize and construct the college teacher performance evaluation index system, and finally sort out feedback on the implementation effect.

Research Significance

The theoretical significance of the thesis

The current assessment system has not particularly highlighted the characteristics of vocational college teachers. Therefore, optimizing and designing a performance assessment plan suitable for higher vocational education is the only way for the current performance assessment reform of vocational college teachers. Performance appraisal is an important management tool to achieve the development goals of colleges and universities. It is also a complete system, including performance planning, implementation, assessment, and feedback communication.

Effective and reasonable performance appraisal can not only improve the management level of colleges and universities, but also help college faculty and staff to reach consensus on scientific research or teaching goals. The foundation of performance appraisal system based on the Balanced Scorecard (BSC) can decompose the goals of the college layer by layer to construct indicators at all levels of the teacher performance evaluation index system that meets the development of the college. college teachers can be supervised in an all-round way through assessment indicators to get the relevant feedback. To evaluate the performance appraisal system, the key is to see whether the contribution of each teacher can be evaluated objectively and fairly, and the results of the evaluation should be applied to motivation and performance communication, which not only achieves the strategic development of the college, but also enriches the relevant researches on the performance evaluation of teachers.

This thesis comprehensively applies the theoretical knowledge of psychology, management, economics to the performance appraisal of teachers in vocational colleges. Due to the characteristics of vocational colleges, this thesis separates vocational college teachers from the original general university teacher, and specifically conducts performance appraisal research on vocational college teachers, which further enhances the scope of application of related theories and expands the boundaries of theoretical application.

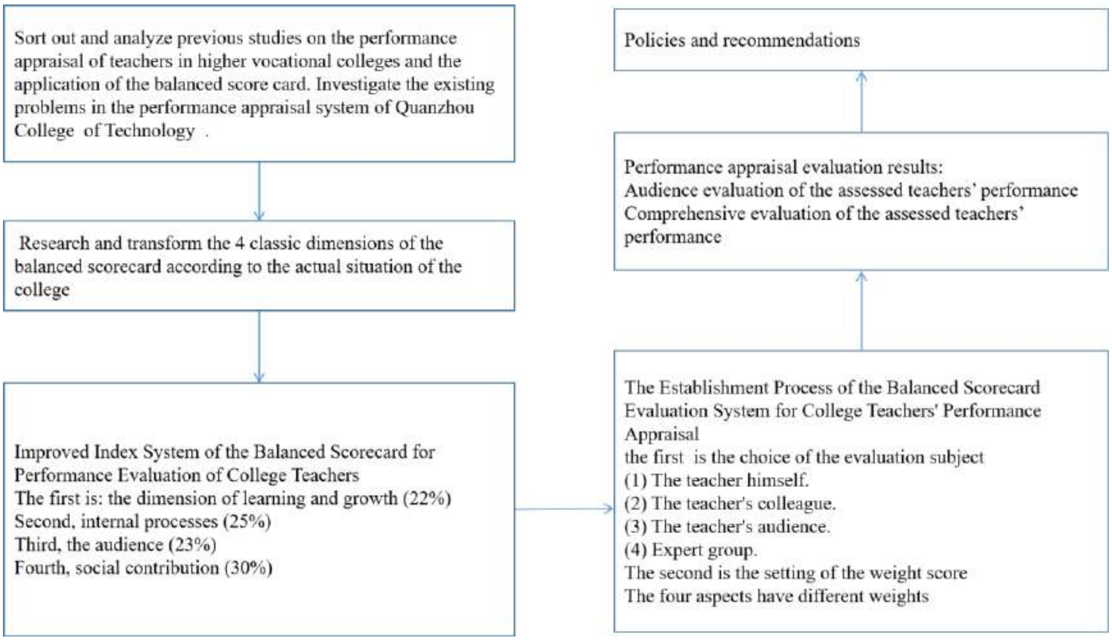
The practical significance of the thesis

In recent years, Quanzhou College of Technology has developed rapidly, but many problems and contradictions have also appeared during its rapid development. The establishment and improvement of an effective and reasonable performance appraisal system is the guarantee for the construction of a team of high-quality teachers, and it is also an important guarantee for the development of the college. At the same time, through the assessment of teachers' work performance, a certain competition mechanism can be introduced into the teaching team. It is conducive to strengthening teachers' correct teaching and scientific research behaviors, guiding their correct value orientation, and providing quantitative reference for future education and teaching plans. Therefore, establishing a scientific performance appraisal system and improving the efficiency of performance appraisal have certain practical significance for the college and even higher vocational colleges.

The theoretical framework of the thesis

The research framework of this paper

The research framework of this paper is as follows:



The essence of performance appraisal is a kind of process management, not just the appraisal of results. Quanzhou College of Technology adopts performance management to decompose the college's mid and long-term goals into annual, quarterly, and monthly indicators, so as to continuously promote the realization and completion of faculty and staff. Therefore, the college's performance appraisal should focus on the use of performance appraisal results, which are two inseparable links in the process of talent management. When formulating the performance appraisal system, the college should use the results of the appraisal as the main basis for faculty promotion and salary increase, title evaluation, and prioritization. Otherwise, performance appraisal will lose its motivational role.

Taking into account the application scope of various performance appraisal methods and the actual situation of the college, the author believes that the balanced scorecard can give teachers a fair and just appraisal result. As a complex but effective performance management method, the balanced scorecard has been successfully used in the performance management of enterprises, and it can also be effectively implemented in colleges and universities. In the process of using the balanced scorecard, effective communication is required. The integration and unification of the four dimensions should be fully considered, and the four balances should be achieved, so that the entire system can coordinate with each other and contribute to the realization of strategic goals.

Applying the balanced scorecard to the performance management of the college can better build a better performance management system. The construction of the entire system is completed under the integration of the college strategic vision and strategic framework. When evaluating teacher performance, it provides a system for the implementation of the college strategies and the evaluation of results.

The design of the Balanced Scorecard for teacher performance management

The four dimensions of finance, customers, internal processes, and learning & growth are the main contents of the balanced scorecard. Taking into account the special circumstances of the college, in actual operation, it is necessary to adjust and transform firstly these four dimensions to meet the needs of the characteristics in the college.

On the basis of the previous research, the adjustment and conversion of the four dimensions mainly include:

① The financial dimension is converted to the social contribution dimension;

② The customer is converted to the audience dimension;

③ The internal process and the learning & growth dimensions are not converted.

The index system of the balanced scorecard for the performance appraisal of teachers in the college

The first,the learning and growth dimension (22%)

Satisfaction (salary growth rate, training fee per capita)

Creativity (teaching innovation awards and evaluation, scientific research achievements innovation awards and evaluation)

Learning ability (achievements during the training period, the number and frequency of cooperation with high-quality companies, and the level and frequency of academic conferences invited)

Morality and Deed (scores on teaching evaluation, evaluation scores on questionnaires in various Aspects)

Knowledge (teacher's education, professional title).

The Second, internal processes (25%)

Work efficiency (number of papers published, number of works published, number of project declarations, number of teaching hours)

Quality of work (number of awards for papers and works, grades of journals published, teaching awards, and project grades applied for)

Communication and cooperation (number of papers published in cooperation with others, number of works published, number of projects declared for cooperation with others, number of teaching hours with others)

The Third, audience

Satisfaction (students' scores on teachers' teaching and guidance, employers' scores on school graduates, and society's evaluation of scientific research results)

Benefits (students' academic performance, number of times that students have won national awards and scholarships, average wages of students, the proportion of students' employment and postgraduate studies)

Reputation (national ranking of teachers and professors, social popularity and recognition of teachers, such as masters of skills)

The Fourth, social contribution (30%)

Teaching workload (class teaching hours and evaluation,the number and frequency of team internships, the proportion of excellent graduation thesis for graduation guidance, the number of teaching papers published, the number of textbooks published)

Research workload (number and level of applications for scientific research projects, number of scientific research papers published, number of publications, number of patents obtained)

The establishment of a balanced scorecard evaluation system for the college teachers' performance appraisal

Firstly, the selection of evaluation subject

1.The teacher .

As the beginning of evaluation, teacher' self-evaluations are very important including teacher' self-recognition, self-improvement and reflection.

2.The teacher's colleague.

Teacher' colleagues include not only the teachers who go to class together on a daily basis, but also the teachers in the college who have a cooperative relationship and administrative teachers from different departments.

3.The teacher's audience.

First of all, students as the main audience should be the focus of teacher performance management.Secondly,the evaluation of companies hiring students and society's evaluation of students will be affected by teachers.

4.Expert group.

For more professional evaluations, the evaluation is usually carried out by relevant experts. Experts can come from relevant academic fields inside and outside the college, including experts in performance appraisal. The combination of internal and external experts can enhance the objectivity of performance evaluation.

Secondly, the setting of weight score

The four aspects have different weights, and then the evaluation subjects score the four aspects of the indicators and then multiply the weights, and finally different evaluation subjects are multiplied by different weights.

Audience evaluation of assessed teacher performance = self-evaluation × 10% + colleague evaluation × 30% + audience evaluation × 40% + expert group evaluation × 20%

Comprehensive evaluation of the assessed teacher performance = learning and growth × 22% + internal process × 25% + audience × 23% + social contribution × 30%

Research Hypotheses

Based on the above research and analysis, this thesis has designed the following hypotheses:

Hypothesis 1: Although the current performance assessment indicators for teachers have covered all aspects of teachers' teaching and scientific research activities, they are relatively general, not detailed enough, and not very operable, and they cannot be used for comprehensive assessment of teachers. It should focus on adding various sub-items in the work of teacher routines and teaching effects, and quantify the indicators. This thesis believes this can strictly require teachers and urge teachers to improve the quality of teaching. It can better reflect the purpose of performance appraisal.

Hypothesis 2: Most of the indicators in the current performance appraisal system do not conform to the principle of measurability, and the data required for the appraisal is difficult to obtain, resulting in a situation where the performance appraisal is only a simple appraisal of teachers' work results or deliberate appraisal for the purpose of assessing year-end performance awards.

Hypothesis 3: In order to make the college's performance appraisal work practically implemented and truly stimulated, the college takes the results of the performance appraisal of every teacher in each semester as an important reference basis for evaluation, promotion, job title evaluation, training and self-development. The optimized performance appraisal system is effective for stimulating.

Literature Review

At the beginning of the 20th century, related researches on the performance appraisal theory of college teachers have been started abroad, and a relatively complete theoretical system has been formed so far. Basing on the acceptance process of the teacher evaluation system by Chilean teachers, Avalos and Assael

(2006)believe that teachers are the main body of performance appraisal. Regarding the evaluation clauses of teachers, it should listen carefully to the teachers participating in the evaluation, and should organically integrate the policies of teachers' career development and incentive measures with performance appraisal. Larson (1984) pointed out that teacher evaluation is methodical and can be quantified. An excellent performance appraisal system can not only reflect the work situation of teachers, but also affirm the value and contribution of teachers' work, which is an inspiration to teachers' spirit. The performance appraisal system guides the direction of teachers' future professional development.

Elliott (2015) believes that the most important task of a school is to improve student performance and provide each student with a high-quality education. Teachers are the most important factor affecting school development.The establishment of a systematic and continuous improvement of performance appraisal procedures can effectively achieve the school's goal of improving the quality of education.

There are also many studies on the specific methods and content of performance appraisal. The "Balanced Score Card" BSC (Balance Score Card) tool was first proposed by Kaplan & Norton (1992) in the Harvard Business Review. The evaluation of performance is divided into four parts: financial aspects, customers, internal System and process, learning and growth. Its core ideas are as follows: take finance as the core, and realize the combination of performance evaluation and financial goals. following-up around this tool, scholars also launched a series of theoretical research and applied research.

In the 1980s, colleges and universities in China began to formulate a series of performance appraisal systems with Chinese characteristics based on the actual situation in China and the advanced experience of teacher performance appraisal in other countries. At present, the research on teacher evaluation in China mainly includes the following aspects:

Tan (2009) pointed out that the performance assessment of college teachers is an important means to improve the overall quality of the teaching team. On the basis of analyzing the problems, construct a KPI indicator system for the performance evaluation of ordinary college teachers based on development goals. Duan and Yao (2003) emphasized that in the performance appraisal of colleges and universities, the principle of "people-oriented" plays an important role in the establishment, evaluation and feedback of the performance appraisal system, as well as the application of performance appraisal results. Lu (2008) pointed out that fairness, objectiveness, comprehensiveness, horizontal comparability, and practical operation are the factors that need to be fully considered when establishing a performance evaluation index system for college teachers. Integrate the goals of colleges and universities with the goals of college teachers and take the path of sustainable development. In fact, this is also an important point of the balanced scorecard theory, which combines organizational strategy with individual assessment.

Wang (2007) believes that the teacher performance appraisal system can play a decisive role in the input and value orientation of teachers in their daily work. There are problems in this regard, such as the management of teachers is only a formality, and the implementation of rewards and punishments is not in place. Dong (2010) designed a performance appraisal system specifically for full-time teachers in higher vocational colleges. He divided the performance appraisal of full-time teachers into four parts: teaching supervision department assessment, student satisfaction assessment, professional teacher self-evaluation, and colleague evaluation.

The research conducted by domestic scholars on performance appraisal has provided certain references and ideas for the optimization and construction of the performance appraisal system of colleges and universities, and also provided many meaningful references. At the same time, many models and tables have been designed for appraisal. However, the research results still lack systematic and in-depth research on the performance evaluation of higher vocational colleges, and further research on specific evaluation models and evaluation methods is needed.

Research Methodology

The research methods of this thesis mainly include literature analysis method, interview method, survey analysis method, and expert analysis method.

Literature analysis method

This method refers to an analysis method that explores the nature and status of the research object through research on a certain aspect of the collected literature, and draws its own views from it. The main contents of the document analysis method are as follows: One is to analyze and research the relevant archive materials found. The second is to analyze and research the collected personal diaries, notes, and biographies. The third is to analyze and research the collected publicly published books and periodicals and other materials. By reading various journal documents, collecting, sorting, and analyzing the materials, provide the theoretical basis and reference for the research of this thesis.

Interview method

It refers to the basic research method of psychology to understand the psychology and behavior of the interviewee through face-to-face conversation between the interviewer and the interviewee. Due to the different nature, purpose or objects of the research question, the interview method has different forms. According to the degree of standardization of the interview process, it can be divided into structured interviews and unstructured interviews. The interview method has a wide range of applications, and can collect various work analysis data in a simple and narrative manner.

Survey analysis method

This method refers to a method in which researchers collect, understand, and analyze detailed data of things through real interviews, questioning and investigation.The survey analysis method can use the basic step of sampling, mostly with individuals as the analysis unit, through questionnaires, interviews and other methods to understand the relevant consultations of the survey subjects, and analyze them to carry out research.

Expert analysis method

The main steps of this method are: first select the evaluation index according to the specific situation of the evaluation object, set the evaluation grade for each index, and the standard of each grade is expressed by the score; then, analysis and evaluation of evaluated objects by experts are made, the score of each indicator is determined, and the total score of each evaluated object is obtained by the additive scoring method, the multiplicative scoring method or the additive scoring method, and the evaluation result is obtained. Experts participating in the evaluation are required to have a high academic level and rich practical experience in the evaluation system.

Findings and Conclusion

Firstly, the original assessment system ignores the needs of long-term professional development of faculty and staff. In the current performance appraisal system, the relevant appraisal rules are only formulated around the teaching and scientific research achievements, but there is a lack of attention and guidance for the personal professional development of faculty and staff.

Secondly, the assessment results are not clearly linked to the incentive mechanism. The college's current teacher performance appraisal system only takes the appraisal results as the basis for the distribution of performance bonuses, but does not link the appraisal results with the promotion of professional titles, faculty training and other related incentives. Although the distribution of performance bonuses is an important use of performance appraisal results, it is not the only use.

Thirdly, the subject of the assessment is controversial. It can be seen from the evaluation method of the college that the main powers of the detailed rules in the performance evaluation are mainly concentrated in the academic affairs department. However, the performance evaluation is a system and involves the work of various departments of the college. At present, the academic affairs department scores the faculty and staff of the whole college in accordance with the regulations at the end of the term. However, the secondary colleges that have the most daily contact with the faculty and staff have very low impact on the performance evaluation results, and often regard the evaluation as a task. Regarding the work of the educational administration department as a evaluation, it will have an adverse effect on the results of the assessment.

Fourthly, the assessment results lack effective feedback. The purpose of performance appraisal is to allow teachers to discover their own shortcomings, improve their abilities during the appraisal process, so as to better fulfill their responsibilities as teachers. An assessment without feedback is meaningless. Teachers cannot find their own shortcomings from the feedback of the assessment, and can not get suggestions from the leader, so the assessment will only become a mere formality in the end. Therefore, the results should be analyzed after the assessment, and timely feedback and communication should be achieved in order to obtain a better assessment effect.

Compared with undergraduate colleges and universities, higher vocational education pays more attention to the cultivation of students' practical ability in terms of training objectives, and pays more attention to the cultivation of practical talents required by the first line of enterprises. Therefore, the evaluation indicators and the setting of indicator should also be different. The performance appraisal index must not only conform to the characteristics of higher vocational colleges, but also take into account the different teacher jobs to carry out targeted design.

Recommendation

In the first place, establishing a reasonable recruitment mechanism after changing the concept helps to realize that human resources are the first resource. Senior managements should not only pay attention to the professional development needs of the faculty in the college, but also pay attention to their emotional needs. Senior management should formulate long-term strategic planning goals, consider the market and society's demand for talents, and do a good job of human resource planning according to the actual development of the college.

The second, establishing a teaching-centered concept. In the management of college human resource, it is necessary to highlight the central position of teaching and research and establish the idea of "teaching center". Other activities are closely revolving around teaching, serving teaching activities, and giving suitable space for the free development of teaching and academics. In the management of the college, the idea of "teaching center" should be established, academic power should be respected. The college must create conditions to ensure the healthy and free conduct of teaching, academic research and social practice.

The third, constructing a scientific and reasonable assessment system. The purpose of higher vocational colleges is to cultivate applied technical talents that meet the requirements of enterprises and meet the development of society. The teaching team is the indispensable key to the development of higher vocational colleges. In the management of higher vocational colleges, performance appraisal work is important. The teaching team plays a very important role and is the basis for the scientific management of teachers in higher vocational colleges. Therefore, the formulation of performance appraisal plans and the selection of performance appraisal indicators should be based on the actual situation of the college and pay attention to the combination of theory and practice.

The fourth, improve the college's current assessment method that combines superior leadership evaluation, expert evaluation, and student evaluation. The formation of the expert group should be delegated to each secondary department, and its members can be led by the college and composed of professors and vice professors with outstanding teaching ability. In order to avoid the situation that the professional span of the experts who attend a random lesson is too large, and it is impossible to make a fair evaluation of the teaching situation of college teachers.

The fifth,further integration of assessment results and incentive mechanism. Amplifying incentive mechanism is the first step. The incentive mechanism is the core element of human resources. In order to improve the incentive mechanism for college teachers' performance appraisal, it should start with the following two aspects: the first aspect is to improve the understanding of teachers' needs, which can be done when motivating the targeted teachers. The second aspect is to encourage teachers, not just to stay in material incentives, but also to strengthen the role of spiritual incentives.

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Research on the Marketing Strategy of Fashion Brands under the Background of Sustainable Consumption Mode-Taking Prada as an Example

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Abstract

In recent years, with the continuous deepening of the concept of sustainable consumption in the hearts of the public, sustainable development has become an important topic in the fashion field. The environmental problems caused by the rapid development of the apparel industry cannot be underestimated. For this reason, many fashion brands have also made efforts.

The article takes the Prada brand as an example, and uses The 4 Ps of Marketing as the framework to briefly sort out its marketing strategies under the sustainable consumption model. Through combing and researching Prada's marketing strategy, we have not only seen the brand's success, but also found that the brand's marketing strategy in this field still has a single product portfolio and insufficient publicity... The paper will provide corresponding optimization suggestions for the brand based on these issues.

Keywords: Marketing strategies, The Four Ps of Marketing, Prada.

Introduction

Research Background

Although sustainable consumption has only been practiced in life in recent years, it has actually been proposed in the "Policy Factors of Sustainable Consumption" published by the United Nations (1994). The report mentioned that "provide services and related products to meet basic human needs and improve the quality of life. At the same time, the use of natural resources and toxic materials is minimized, and the waste and pollutants generated during the life cycle of the service or product are minimized. So as not to endanger the needs of future generations."(Wang,2021)

In recent years, the climate crisis has become more and more serious, and the new crown epidemic has once again sounded the alarm for us... How to live in peace with nature and achieve "sustainable development" has become a problem that mankind must overcome. With the promotion and deepening of the concept of green environmental protection, more and more people in their daily lives have begun to pay attention to environmental protection issues. For example, in daily life, people do not use disposable plastic bags for shopping, do not use disposable tableware for meals, and try to use public transportation...

Under such circumstances, the fashion industry, which has greatly damaged the ecological environment, has naturally been pushed to the forefront. For a long time, the fashion industry, which only seeks benefits and is irresponsible to the environment, has also been criticized by all sectors of society.

The 'Fashion Convention' mentioned that 'in the global environmental protection trend, luxury brands need to adopt sustainable development strategies to reshape their brand image.' Since the launch of the 'Fashion Convention', there have been 60 fashion brands within one year. The company signed, covering 200 brands of ready-to-wear, sports, lifestyle and luxury goods...These brands together account for one-third of the entire fashion industry, including Gucci parent company Kering Group, Chanel, Hermès and other leading companies. The sustainable transformation of fashion brands is imminent.(Qu, 2021)

In order to realize the sustainable development of brands, more and more brands have begun to look for "green" innovative forms from multiple angles such as material renewal, product design, and sales styles. Not only brands, all sectors of society are making suggestions for the sustainable development of fashion. In September 2020, a group of important participants in the French fashion industry, including Galeries Lafayette, Etam, Petit Bateau, Vestiaire Collective, the "France Good Fashion" Association, and French government officials, jointly launched a public consultation process to discuss how to Strategies to advance the sustainable fashion process. (Jason, 2021)

According to Lyst's 2019 fashion report, the number of users searching for 'sustainable fashion'has increased by 75% year-on-year. Moreover, more and more consumers will also search for professional and sustainable materials such as: recycled nylon yarn, organic cotton, recycled polyester and tencel fiber. It can be seen that "sustainable fashion" is already one of the hot topics among consumers.(Liu,2020)

Prada's performance in "sustainable development" is particularly outstanding. In the process of research, it is found that Prada's marketing strategy is not only derived from the promotion of moral obligations, but also the maintenance of brand image. Each of its sustainable marketing initiatives has actually brought changes and progress to the brand.

Research Problems

Since Prada put forward its commitment to sustainable development in 2019, Prada has gradually promoted its own sustainable development strategies in the three areas of people, environment, and culture. During this period, Prada achieved a win-win situation of sustainability and profit, and established a good brand image among consumers.

This article will take Prada as an example, use the relevant theories of brand marketing, and use the Four Ps of Marketing as the framework to study its marketing strategies under the sustainable consumption model.

Objective of the study

Nowadays, more and more consumers and brands in the market are aware of the importance of sustainable development. Especially for brands, "sustainable" represents not only environmental protection, but also a new design idea or marketing strategy.

This article hopes to analyze Prada's marketing strategy in the field of "sustainable development", and then explore its win-win business model between maintaining brand vitality and realizing social value. I hope that in the research process, can find out the shortcomings of the current brand and explore the future development direction.

Scope of the study

Prada made a commitment to sustainable development in 2019. Therefore, this article sets the time frame from 2019 to the present. The content scope is Prada's representative marketing events in the field of sustainable development on a global scale

Research Significance

Sustainable fashion is becoming more and more popular. This trend has created a huge potential market space for fashion brands. It also poses new challenges for every participant in the fashion industry chain.

This article summarizes Prada's marketing strategy in the field of brand sustainable development, and summarizes the experience that has contributed to its success. Not only can it provide other brands with marketing ideas that can be used for reference. At the same time, problems were found in the summary. Aiming at the problems and shortcomings of Prada in the process of brand sustainable development, corresponding countermeasures and measures are proposed. This paper provides feasible ideas for Prada's future development. This is the practical significance of writing this paper.

Secondly,the current academic research on the context of sustainable consumption mostly focuses on changes in consumer behavior or changes in production patterns. There is very little research in the field of fashion, and at present, most of them are generally discussed from a macro perspective without detailed research and analysis. This paper selects the representative brand Prada, and analyzes its marketing strategy in the context of sustainable consumption from the perspective of brand marketing. The research content of this paper can fill the gaps in academic research on fashion brands.

Literatures Review

The current work research on the fashion circle in the context of sustainable consumption is mainly concentrated in the field of fast fashion. Because fast fashion brands strive to update their styles quickly, they often produce large quantities of clothing and stimulate consumers to buy them at low prices. In this way, clothing is consumed faster and resources are easily wasted, and the resulting environmental pollution is particularly serious.

Ruqian and Rong, 2021) In "Analysis of Fast Fashion Brand Consumers under Sustainable Consumption Models", they mainly studied consumer demand for fast fashion brands in the context of sustainable consumption. They investigated and analyzed different consumers in the form of effective questionnaires. Consumers in the context of sustainability are divided into three types: active, profitable and budding. And draw the conclusion that people's environmental awareness is improved as a whole, and more and more consumers will prefer to choose more environmentally friendly products. Through the extraction and analysis of the results, it provides a reliable reference for fast fashion brands to accurately grasp consumer psychology.

Xu and Li (2016) also target fast fashion brands. They used SWOT analysis to analyze the work done by the H&M brand in sustainable development.

Similarly, at a time when sustainability will become a key and sensitive focus issue, whether luxury brands have done anything for sustainability is also attracting attention. As the "benchmark" of the industry, unenvironmental behaviors are always facing consumers' doubts about brand ethics.

"China Leather Products" introduces leading luxury goods groups, such as LVMH Group, Kering Group, CHANEL, etc., with a special topic, and lists that they have also been doing various aspects for the development of sustainable fashion in recent years. The efforts of various groups and the competition caused by "sustainability" among various groups. As the article's point of view said, "sustainable fashion has become the current focus of the development of luxury brands."

Le 2020), taking Stella McCartney as an example, analyzed the development and innovation of the brand in the sustainable field. From the upgrade of product fabrics and the output of sustainable concepts, he sorted out the sustainable work of the brand. It proves the importance of increasing the proportion of sustainable fabrics in the future and continuing to advocate the concept of sustainability.

Jie (2018) took the sustainable fashion brand Klee Klee as a case, and conducted an empirical study on the framework of its business model. Through the research on brands, an analysis framework that combines sustainable attributes and business models is proposed, which provides business references for companies to enter the sustainable fashion market.

Sustainable development, whether in terms of brand value or social value, is undoubtedly a good thing. But for many brands, sustainable fashion is also a challenge for product design, sustainable innovation investment, and corresponding marketing strategy updates. Therefore, in the process of sustainable development, brands may also encounter some unresolved problems.

Zhaojie and Dan (2020) summarize the methods currently used by brands in sustainable fashion design from the perspectives of fabric, structure and emotion. They proposed that for future development, it is still necessary to develop more new environmentally friendly fabrics, and gradually develop modular clothing and standardize the "ecological index" certification system.

Jianfang and Wanying (2020) focuses on another mainstream way of sustainable fashion: the second-hand market. Based on the analysis of the current market, they put forward the current second-hand market materialistic consumption concept and market-driven excessive consumption of clothing; single price stimulus and non-legal binding obligations have led to a bottleneck in policy dividends; clothing classification and recycling technology and system are not perfect Lack; and the ineffectiveness of consumers' sustainable consumption behavior... Some of the more forward-looking issues.

Research Methodology

Nowadays, "sustainable fashion" is getting more and more attention from everyone, and many brands often use this as a winning point in their marketing strategies. These brands can provide a reference for us to study the marketing strategies of fashion brands in the context of sustainable consumption models.

This article will mainly use the method of case analysis, and take Prada, a brand with outstanding performance in the sustainable field, as the research object. In-depth discussion and analysis of specific strategies in the four aspects of product, price, channel, and promotion during the marketing process. By studying the case of Prada, we can clearly show the practical application and effect of economic and management theory in Prada's marketing strategy. In the research process of its price strategy, combined with the method of comparative research, it compares the prices of its sustainable products and general products.But the conclusion is one-sided, because different brands have different brand backgrounds, Prada's successful experience and problems can be used for reference to other brands, but they are not instructive.

Finding and Conclusion

1. Research on Prada's Marketing Mix Strategy

1.1Prada’s product Strategy

Since June 24, 2019, Prada has started the "recycled nylon" project, which aims to achieve sustainable economic growth through the transformation of product raw materials and breakthroughs in design creativity. (Jason,2021) After launching the first recycled nylon bag series in 2019, the brand expanded a "recycled nylon" series that includes men's and women's ready-to-wear, bag accessories. This series uses Prada's patented environmentally friendly material ECONYL® recycled nylon.

The material ECONYL® recycled nylon actually existed as early as 1969. It is a joint collaboration between Prada and a spinning manufacturer named Aquafil. This material is made into recycled nylon fabrics by collecting waste plastics, fishing nets and textile fiber waste in the ocean... and purifying the plastic particles in them for depolymerization, polymerization, purification and transformation. According to Prada's official introduction, every 10,000 tons of ECONYL® recycled nylon produced is equivalent to saving 70,000 barrels of oil and reducing 57,100 tons of carbon dioxide emissions.Wang, 2019)

In addition, ECONYL® recycled nylon is not only light, but also strong. Although it is made of nylon, it does not compromise the quality of the product at all. It can still meet consumers' demand for exquisite and high-end luxury goods.

Because the material of "nylon" has more outdoor and sporty style attributes, in product design, most of the bags that use this material are trendy and young. For example, Prada is very popular these years. "Three in one", "underarm bag" and "backpack" are made of this material. With the triangular Prada logo, the Prada brand has injected a more youthful and energetic new style.

The use of "recycled nylon" material not only solves the upstream problems in the production process. The brand also uses design and combines brand style with popular elements to solve the problem of “unfashion” that is often criticized for sustainable fashion.

Compare with other brands in the same gear, such as LV and GUCCI. Other brands have not upgraded to the innovation of exclusive materials in the development of sustainable fashion. Therefore, Prada is absolutely forward-looking in the market.

In the longer term, the sustainable transformation of "recycled nylon" material in clothing raw materials, production methods, processing methods, etc., can have a more extensive and direct impact on other brands and the entire fashion industry.

1.2 Prada’s price strategy

Comparing the prices of Prada bags with different materials horizontally, the price of using ECONYL® recycled nylon material is significantly lower than that of other leather materials.

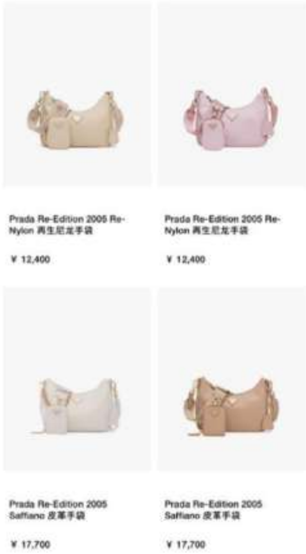

Figure1: The price of the product from Prada's official website

For example, the same model Prada Re-edition2005, the price of using recycled nylon material is ¥12400, and the price of using leather material is ¥17700. The style is the same, only the material is different.

Such pricing is reasonable. First of all, in terms of production cost, the raw material of ECONYL® recycled nylon is waste plastic, which belongs to "turning waste into treasure", so the price of raw material is not as high as animal skin. The value determines the price of the product, so the price is not easy to be too high.

Secondly, in terms of the type of consumers that nylon material bags are for. The style characteristics of nylon materials and the cultural background of sustainable fashion development behind ECONYL® recycled nylon materials are actually more attractive to the younger generation.

From the style characteristics of nylon materials to the design of this product, as well as the cultural background of sustainable fashion development behind ECONYL® recycled nylon materials. This material is actually more attractive to the younger generation. Therefore, the price setting should not be too high, and the appropriate price will cater to the needs of the young market and attract the younger generation to buy.

Therefore, the pricing of Prada's recycled nylon series is relatively reasonable from the perspective of product value and consumer-oriented.

The same bag, because it uses different fabrics, has a larger price. Prada's recycled nylon series has a large price advantage, and it can also promote consumers' purchase and promote the development of sustainable fashion with price advantages.

1.3 Prada's place strategy

Prada chose a combination of online + offline in its marketing places. The two places work together. Prada's product sales and the dissemination of the brand's own image are carried out through various channels such as online live broadcast, advertising film cooperation, offline stores, pop-up stores. In this way, it wins attention and establishes a good brand image in the hearts of the public that is constantly contributing to the green and sustainable cause.

Take the Chinese market as an example. In recent years, Prada has entered JD.com, Tmall, WeChat mall...online malls, as well as WeChat video, Douyin...mainstream social media platforms. Maintain brand sales and exposure through social media, online e-commerce channels, and online fashion shows...multiple media methods.

Prada also often uses offline new retail models, such as limited-time stores, immersive retail spaces... Through offline activities, it delivers more vivid and direct brand culture and sustainable consumption experience to consumers.

According to the Prada Group's financial report for 2020, the momentum of Prada in the second half of 2020 is very strong. The annual sales in the Chinese market achieved substantial growth, with an increase of 52%. The growth rate of e-commerce channel revenue reached 200%, and the revenue data was as much as three times that of 2019. These data can prove Prada's foresight in expanding the omni-channel strategy. (Crystal, 2019)

1.4 Prada's promotion strategy

Prada often uses "pull strategy" to attract end consumers through advertising and public promotion... measures. Through this strategy, consumers are interested in the company's products and culture, which in turn arouses demand and proactively purchases products.

In 2019, Prada collaborated with National Geographic to produce a series of short videos called "What We Carry". The content of the short film reveals the production process behind recycled nylon. This cooperation not only demonstrates the transparency of Prada's sustainable efforts, but also reflects the brand's responsibility to educate consumers.

In 2019, Prada Group also announced that it has joined the International Furless Sellers Program. Prada promised that starting from the 2020 spring and summer women's collection, animal fur will no longer be used in the design and new products of the group's brand.

In June 2021, Prada released the 2022 spring and summer menswear collection in the form of an online show. This show features the unique landforms of Sardinia, Italy. And on this show, Prada announced its support for the marine ecosystem restoration project of the MEDSEA Foundation. This project is to replant Posidonia oceanica in the Capo Carbonara Marine Reserve to provide important habitats for marine life and mitigate climate change.

Such a promotion strategy not only attracts consumers who insist on sustainable consumption, but also builds and maintains the image of the brand.

Based on the analysis of Prada's product strategy, price strategy, place strategy and promotion strategy in the context of sustainable consumption. We found that Prada's marketing strategy for sustainable brand development is very comprehensive. Prada has always regarded the concept of sustainable development as a way of thinking. While pursuing its own interests, it also satisfies the expectations of social interests and stakeholders.

Recommendation

Environmental and ecological crises are threatening our health and the health of the earth's environment. Prada promotes the brand's sustainable development strategy through the attitude of product sustainability, production sustainability and anti-consumerism... Through the above analysis, we understand the success of Prada, and there are also some suggestions that can be improved and upgraded.

First of all, in terms of product strategy, the products using ECONYL® recycled nylon materials are relatively single. At present, Prada's products still account for most of the products using leather materials. Perhaps in the future, the product line can be expanded to maximize the value of ECONYL® recycled nylon materials and develop new environmentally friendly materials.

In November 2019, Prada and Crédit Agricole Corporate and Investment Bank (Crédit Agricole Corporate and Investment Bank) signed the first "sustainable" commercial loan agreement for the luxury goods industry.

According to the agreement, Crédit Agricole will provide the Prada Group with a term loan of 50 million euros for a period of five years. If the Prada Group can achieve the sustainable development goals stipulated in the agreement, Crédit Agricole will reduce the loan interest rate accordingly.

It is now in its third year. In the next two years, Prada can still use financial support to do more work in the field of sustainable research and development.

The second is in terms of promotional strategies. Prada's cooperation in the field of sustainability is mostly with professional organizations. This leads to many people who do not pay attention to news in this field, do not know the value of Prada's work in the sustainable field. Therefore, Prada can look for celebrities who often contribute to environmental protection as spokespersons or image ambassadors for the special line. This allows more people to understand Prada's contribution in the sustainable field.

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Research on Sustainability Assessment of Urbanization Policy Based on Case of Kunming

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Abstract

With the improvement of urbanization level, serious urban problems appear in some Chinese cities, and urban sustainable development is becoming more and more important. There are a lot of studies on sustainable development of urbanization, but there are relatively few evaluation studies on the sustainability of urbanization policy.In China's policy-oriented system, the evaluation of policy sustainability is particularly important.The purpose of this article is to provide a method for policy makers to assess sustainability of urbanization policy and evaluate urbanization policies in Kunming by the method.With the help of dissipative structure,the author analyzed urban system and urbanization policies.According to the principle of social - economic - environment,sustainability assessment model is established.The author collected the urbanization data and policies of Kunming, a city in China, as sample data to caculate policy sustainability evaluation index by entropy method and research the relationship between the index and the level of sustainability.This article finds that we can evaluate sustainability of urbanization by policy entrop, minus entropy means sustainability,and the urbanization policies in Kunming has certain sustainability within the evaluation method.

Keywords: sustainability**,** urbanization**,** policy evaluation,Kunming

Introduction

Research Background

Since the economic reform and opening-up in 1978,the urbanization level of China has also been rapidly improving, with the urbanization rate reaching 63.89% by 2021.However, in the background of rapid urbanization development, urbanization in some places has become unsustainable, among which the lack of sustainability of urbanization policies and public management means issued by the government and public management departments is one of the important factors leading to these problems: Hegang, Fushun city in China, for example, because of the rich mineral resources, their early urban development policy was building manufacturing cities on the basis of the mineral resources, urban area planning and supporting facilities construction is carried out based on this, the city of city scale, the economic level and people's standard of living has been greatly developed for a period of time.But due to the exhaustion of mineral resources and early overexploitation for the destruction of the natural environment, they appear a decline in the economic development stagnation, livable and serious problems such as loss of population, the city's urbanization policies on the environment and natural resources of unsustainable cause the limit, they broke through the environmental carrying capacity of the end result is unable to obtain sustainable development.Since 1978, China has focused on economic construction. On the one hand, it has developed its economy rapidly and its urbanization rate has increased significantly.But on the other hand, due to the pursuit of rapid development of economic indicators, urbanization policies ignored the problem of long-term benefits. Obviously, the lack of sustainable policies and public management means is not conducive to the long-term and healthy development of urbanization.At the practical level, the government lacks sustainability evaluation methods when formulating urbanization policies.On the other hand, in the academic field, there are relatively few studies on sustainability policies, and more studies focus on the sustainable development of urbanization rather than the formulation and evaluation of relevant policies. There are still some gaps in academic research in this field.

Research Problems

China has large population,vast territory,various geographical and climate environment,and its urban-rural and regional development is unbalanced.Under such complicated conditions, to make good urbanization policy,policy makers need to consider various factors, such as population density, environmental bearing capacity, economic development level etc.What factors should be selected as indicators when setting up sustainability assessment system of urbanization?

After finding the factors that affect the sustainability of urbanization policies, we can take these factors as variables to establish a model to analyze and evaluate urbanization policies. According to the model, what indicators should sustainable urbanization policies meet?

Based on the sustainability assessment method of urbanization policy in this article and urban data of Kunming,what is the sustainability level of urbanization policies in Kunming?

Objective of the study

In this paper, the factors of policy sustainability are divided into three categories: social, environmental and economic, and the sustainability assessment model is a system with three levels and 23 indexes. The indexes that can measure the level of policy sustainability are found out according to the model and algorithm, and the relationship between the indexes and sustainability is found out.The main research object of this paper is not urbanization, but the sustainability of urbanization policy. The author collected the annual statistics of Kunming city in 2016 and 2020 and the expected goals of urbanization policies released in 2016, which provided sample data of cities and policies for the evaluation system.

Scope of the Study

Conceptually, the research scope of this article is sustainable policy and public management in the field of urbanization, focuses on studying factors that affect sustainability and finding out the indicators to evaluate sustainability, this article isn't aimed at sustainable urbanization policies for specific content, but researching sustainability index with the help of model and algorithm.In terms of disciplines, this paper involves many subjects, such as sociology, urban science and physics, without strict boundaries.Past data, recent data and policy expectation data of Kunming were divided into forest coverage rate, per capita GDP, urbanization rate and other indicators as samples.

Research Significance

Academically,oncerning sustainability and urbanization, most researchers regard city as the research object to evaluate the sustainability status quo, and those who regard policy as the research object focus on the execution effect of policies, there are few researches about sustainability of urbanization policy that has not been performed f, study of this pasage can fill in some gaps.There are many studies on the entropy method in social sciences, but some studies usually use the entropy method to analyze urban system rather than policy evaluation. This paper analyzes the entropy relationship between policy and urban system based on dissipative structure, and tries to use the entropy method to evaluate policy sustainability.

From the perspective of social reality,it provides a theoretical basis and evaluation index system for the sustainability assessment of urbanization policies, and helps the government and public management departments to achieve sustainable urban development and avoid serious problems in urban development caused by unsustainable policies.

Theoretical framework

Theoretical basis

Urbanization policy is a concept of scope, and it means urbanization related policy.Urbanization is a process and an objective phenomenon, not a specific object of policy implementation . That is to say, there is no specific policy for urbanization, but there are many policies that are inseparable from urbanization, and they actually affect the urbanization process, so we call these policies urbanization policies.Lewis Mumford,a famous scholar of urban theory, suggest that a city is not only a group of buildings, but also a collection of functions closely related and mutually influenced by economy. It is not only a concentration of power, but also a return pole of culture.Max Webber believes that a city is a huge dense settlement, whose residents mainly rely on industry and commerce rather than agriculture to make a living.Urban geographers believe that city is a macroscopic phenomenon occurring on the earth with certain spatial, regional and comprehensive characteristics, and city is a concentrated area of people in the secondary and tertiary industries. Marx and Engles (2018) suggest that the city is the product of the development of social productivity and social division of labor, and the city is the opposite of the country.Based on above views, the definition of the city in this paper is as follows: the city is a kind of social existence different from the countryside, which has the characteristics of population concentration and non-agricultural industry.On this basis,the author defines urbanization as the transformation from the non-agricultural part of society to the agricultural part, its form of expression is the transformation of the agricultural population to the non-agricultural population or the people living in the countryside to gather in the cities, the expansion of the urban scale, the gradual transformation of the countryside into cities and the population engaged in agriculture to industry and commerce.

In 1980, the United Nations General Assembly put forward the concept of sustainable development. The concept of sustainable development gradually spread around the world and in various fields, and the corresponding theoretical system of sustainability science emerged. Daly (1997), a steady-state economist at the University of Maryland, proposed economics of sustainable devolopment. Clark (2003) from Harvard advocated sustainability science. They systematically discusses physical capital, natural capital, human capital and social capital, especially emphasizes that the science of sustainability is different from the traditional theoretical research of Planck type and the applied research of Edison type, but the Pasteur type research that combines theory with application.In essence, sustainability refers to the things,in terms of time,can be infinitely continuous or continuing for a long time, and sustainability of time involves three dimensions :environment, economy and society.On the one hand,sustainable urbanization policies need to ensure theoretical sustainability of urbanization.On the other hand,the policies need to be sustainable and implemented effectively.

Entropy started out as a physical concept, describing how chaotic a system is.According to the second law of thermodynamics, in an isolated system with no energy and material exchange with outside world, entropy always increases, that is, the system will become more and more chaotic, until the state of thermal equilibrium, at which point the system entropy reaches its maximum and the system no longer changes.Prigazhin applied the concept of entropy in an isolated system to an open system. The entropy of an isolated system would continue to increase, but it could supplement negative entropy by exchanging external material and energy to maintain its own low entropy state and maintain the order of the system.Later, the concept of entropy was applied to sociology, management, economics and other fields.In thermodynamic systems, the chaos caused by increased entropy is the equal distribution of energy and matter, a state of lifeless silence;in a social system, if the system does not obtain negative entropy from the outside world, its system entropy will continue to increase, and the system tends to chaos, which is manifested by economic crisis, environmental deterioration, and the decline of residents' living standards.As a part of complex social system, cities are also in the same situation. With the increase of entropy, various urban diseases appear, which are the factors of unsustainable urbanization in reality. Therefore, the author believes that maintaining low entropy of urban system can keep the sustainability of urbanization.

Prigogine suggests that not just in the system of physics, a life or social system can also take in negative entropyfrom the environment by exchanging and dissipation material, energy and information, as long as the intaking of the negative entropy is more than spontaneous entropy increase amount of the system, on the overall system can achieve the reduction of entropy, this theory is called the dissipative structure theory, the formula is expressed as: $dS = dS^{+} + dS^{-}$, where dS represents the increase in entropy of the system, dS^{+} represents the spontaneous increase in entropy of the system, and dS^{-} represents the negative entropy introduced from the external environment.A city can be regarded as an isolated system, if we want to maintain its low entropy and the sustainable development, we need to get negative entropy from external environment, urbanization policies can act as a source of negative entropy. These policies can be applied to the urban system, and in theory this realize the material, energy and information exchange between urban system and external environment.So we can measure the sustainability of urbanization policies based on the entropy that urbanization policies bring.

Sustainability assessment model based on entropy method

This article studies sustainalility of policy from three dimensions:social, economic and environmental.Refering to the indexes proposed by Chinese Academy of Sciences,United Nations Human Settlements Programme, China Academy of Urban Development Institutions , in the case of considering the difficulty to get the data, the three factors respectively were divided into 23 variables to calculate the index of urbanization policy sustainability.The first-level indicators of the 23 variables are society, economy and environment. The first-level indicators include 15 second-level indicators, and the 23 variables are the most basic third-level indicators. Sustainability indicators are as shown in Table 1:

Table 1

Urbanization Policy for Sustainability Indicators

Level 1	Level 2	Level 3
Society	Education	1.Education spending as a percentage of GDP 2.Compulsory education rate of farmers' childen 3.College student rate
	Urbanization level	4.Urbanization rate

	People's livelihood	5.Social security coverage 6.Number of new jobs 6.Coverage rate of comprehensive community facilities 7.Public library collection per 10000 people 8.Income gap between urban and rural residents
Economy	Economic Development	9.Per capita GDP 10.PCDI
	Industrial structure	11.Proportion of added value of service industry in GDP
	Science and thechnology	12. Ten thousand yuan output energy consumption 13.Proportion of R&D spending 14.Broadband access rate
Enviroment	Environmental pollution	15. Total industrial exhaust emissions
	Population and resource	16. Natural population growth rate 17. Per capita urban construction land 18.Density of population
	Enviromental protection	19.Proportion of green buildings 20. forest coverage 21. Garbage harmless treatment rate 22. Domestic sewage treatment rate 23. Drinking water quality standard rate

The author collected the 2016 Statistical Yearbook of Kunming City, the Five-year Implementation Plan of New Urbanization of Kunming City (2016-2020) and the Statistical Yearbook of Kunming City 2020. They are respectively the annual summary of social indicators of Kunming city in 2016, the urbanization policy objectives of the next five years promulgated by Kunming City in 2016 and the annual summary of social indicators of Kunming City in 2020.Based on the data in the document, we can use the entropy method to calculate the actual entropy and sustainable development indexes of 2016 and 2020,and we can caculate expected entropy and sustainable development index of 2020.Entropy method is a mathematical method used to judge the dispersion degree of an index. We have known that entropy can measure the disorder degree of a system, and entropy value can be used to judge the dispersion degree of an index in entropy method. The greater the dispersion degree is, the greater the influence of the index on comprehensive evaluation, and the greater the weight of the index.It is assumed that there are m evaluation samples and n evaluation indexes. The evaluation samples in this paper are the actual data of Kunming in 2016 and the expected data of Kunming in

2020. There are 23 evaluation indexes, so m=3, n=23, sample set is X_{mn}.X_{ij} represents the ith index of the jth sample, i=1,2,3...23, j = 1, 2,3.Due to the difference of positive and negative direction, order of magnitude and unit of measurement among indicators, it is necessary to standardize the indicator data.For positive indicators such as forest cover, the standardized result:

$$R_{ij}=\frac{X_{ij}}{Maxj\,(X_{ij})} \tag{1}$$

For negative indicators such as total industrial exhaust emissions, the standardization result:

$$R_{ij}=\frac{Minj\,(X_{ij})}{X_{ij}} \tag{2}$$

F_{ij} is defined as the standardized value of each indicator,

$$F_{ij}=\frac{R_{ij}}{\sum_{j=1}^{m} R_{ij}} \tag{3}$$

In the evaluation problem consisting of n evaluation indexes and m evaluation samples, the entropy value of the ith index is defined as H_i,

$$H_i=-k\sum_{j=1}^{m} F_{ij} \ln f_{ij} \quad i=1,2,3\ldots n \tag{4}$$

$$K=\frac{1}{lnm} \tag{5}$$

The weight of the ith evaluation index is defined as W_i,

$$W_i=\frac{1-H_i}{\sum_{i=1}^{n} 1-H_i} \tag{6}$$

The comprehensive sustainable development index of each evaluation sample is F_j,

$$F_j=\sum_{i=1}^{m} W_i . R_{ij} \tag{7}$$

H_j is total entropy value of each sample

$$H_j=\sum_{i=1}^{n} H_i \tag{8}$$

Figure 1:Sustainability evaluation framework

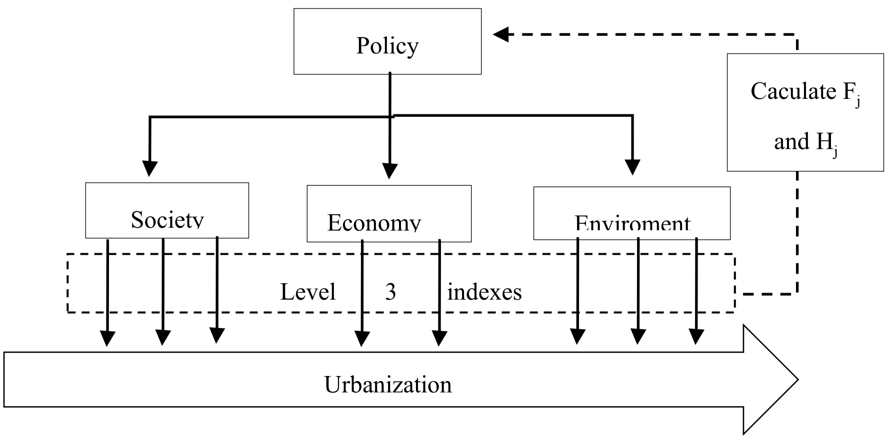
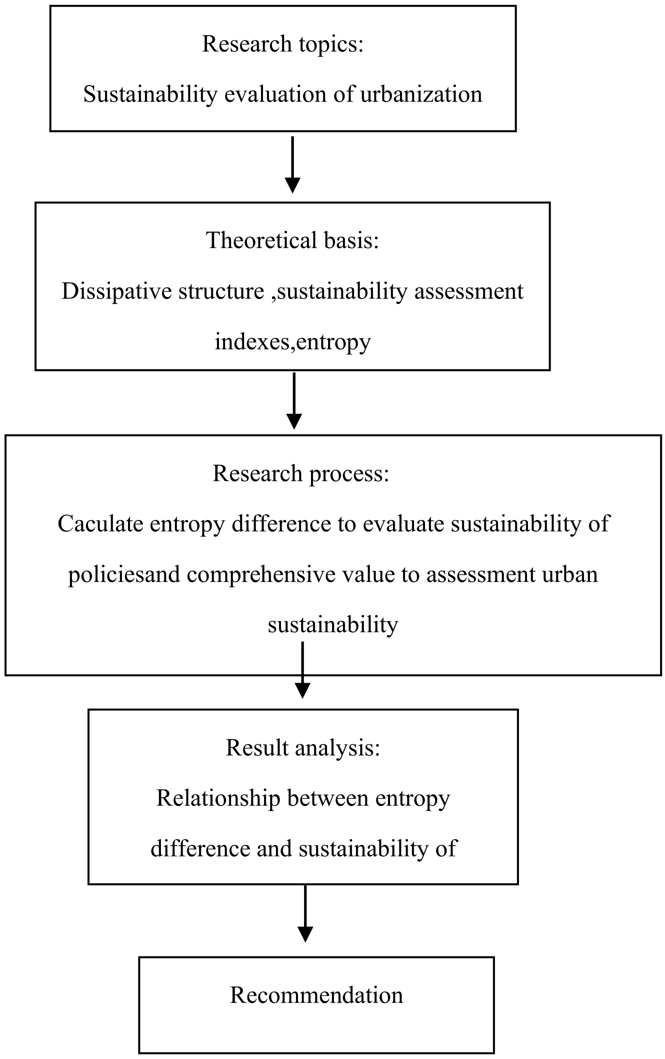


Figure 2:Research theoretical framework



Literatures Review

Marx and Engels (2018) used materialist dialectics to analyze cities, believing that cities and villages are a pair of social contradictions, which are opposite to each other and can be transformed into each other. They did not emphasize the expansion of urban scale, but the elimination of urban-rural gap. Roberto Camagni (1998) proposed the environment-economy-society sustainable development model, which emphasizes the healthy development of environment, economy and society, and the harmony among the three different aspects, so as to realize the fairness of different social groups in the use of various material environmental resources. This paper classifies the evaluation indexes of urbanization policy with reference to this model. Jin (2016) to build an ecological center based on the concept of values and self organizing system, the concept of urban sustainable development model,he suggested that sustainable development involves more than one aspect of ecological, ecological factors, but if there is not a priority in ecology, urban development would make more adverse effects on the ecology. As for the relationship between the city and the countryside, he advocated that the development of the city and rural space should adopt different ways.

In the literature collected by the author, there are many assessments on the sustainability of cities and urbanization, but few on the sustainability of urbanization policies. The author refers to some policy assessment methods in other fields to construct the assessment theory of this paper. Zhu (2006) studied the indicator system of Kunming's urban sustainable development. According to the development stage of Kunming, the subsystem structure of the city, the scientific principle, the dynamic principle, the pertinency principle and the operability principle, he selected 20 indicators from the three levels of economy, society and environmental protection to evaluate urbanization. He obtained the weight of each index through analytic hierarchy process. The weight of economic index was the largest, followed by social index, and the weight of environmental index was the least.Using this system, he analyzed the data of Kunming from 1990 to 2002, calculated the sustainable development index of each year, and came to the conclusion that the decline of social progress level would pull down the sustainable development index even if the economy grew rapidly.In this paper, the sustainability policy reference for selecting the evaluation index system mentioned above, because sample of this paper is also data of Kunming, and both two articles research on sustainability assessment, the difference is that Zhu's system is based on historical data to evaluate urban, and this article used both historical data and forecast data to evaluate policy.

In many researches on sustainability analysis for policy or object,researchers often choose to establish evaluation index model first, and then use the AHP method and entropy value method to calculate each index weight and the composite index, the former intention according to the decision makers to determine weights, subjectivity is stronger, the latter according to the discrete degree calculate the weight of indicators, with a strong objectivity. Zhou and Zhang (2013) sorted about 300 sustainability evaluation index of urbanization, they selected 52 of all to calculate the index for urban sustainable development, and divided sustainable development into strong sustainability,basic sustainability and weak sustainability.They used the system to analyse the data of Jinan city, and finally came to the conclusion that although when the sustainable development level of a city is gradually rising, there is a situation of unbalanced development among society, environment and economy.

Research Methodology

The main purpose of this paper is to find a way to assess the sustainability of urbanization policies and assess sustainability of urbanization policies in Kunming with the assessment way. The author take the entropy of policy as the sustainability index and use quantitative method.However, sustainability of policy is a concept with value judgement,not a completely objective and testable.So there is no hypothesis in the article. This paper used the entropy method to calculate the urbanization policy sustainability index,and measured sustainability level based on value range of the index. Then the author figured out the city system entropy and expected entropy,and the entropy of urbanization policy came out.We can determine whether a policy is sustainable according to the value plus or minus.

Data and theoretical basis were obtained through literature analysis. By searching, reading and comparing papers, statistical data and government reports, the authors identified three-level indicators for evaluating the sustainability of urbanization policies.By studying a series of papers related to sustainability evaluation,the author learned the method of calculating comprehensive indicators with entropy method, and used it to calculate the sustainable development index and entropy value of urban system.After studying and analyzing some books and literatures on physics and sociology, connecting negative entropy of dissipative structure with the sustainability of urbanization policy,this paper figured out the index used to evaluate the sustainability of policy.

Finding and Conclusion

Firstly, for j=1,2,3,we can define these three cases to respectively represent actual data of 2016, expected data of 2020 and actual data of 2020.By the entropy method, we can obtain the actual comprehensive sustainable development index F_1 in 2016, the expected comprehensive sustainable development index F_2 of 2020, and the actual comprehensive sustainable development index F_3 in 2020 of Kunming. We can evaluate the actual sustainability level of Kunming city in 2020.

Meanwhile, we can also calculate the sum of actual entropy of all indicators in Kunming in 2016 as H_1, the sum of expected entropy of all indicators in 2020 H_2, and the sum of actual entropy of all indicators in 2020 H_3. If $0.5<F_3<1$ and $F_3>F_1$, that indicates that the sustainability of Kunming city after the implementation of the urbanization policy in 2016 is good and higher than that in 2016, that is to say, these policies are sustainable.According to the dissipative structure, we can regard the policies that play a positive role as urban's negative entropy absorbed from extelnal enviroment, ΔH is defined to represent the entropy brought by the policy, $\Delta H=H_3-H_1$. If $0.5<F_3<1$ and $F_3>F_1$, then $\Delta H<0$.Similarly, we can define $\Delta H'$ to predict the sustainability of policies, $\Delta H=H_2-H_1$.

The author sorted out the urbanization data of Kunming in 2020 compared with that of 2016, and combined with the field survey, estimated the sustainability of Kunming from the objective and subjective perspectives respectively.Contrast data is as shown in Table 2:

Table 2

Urbanization data of Kunming contrast between 2016 and 2020

	Urbanizaiont rate (Census register)	Water quality compliance rate	Proportion of the second and the tertitary industrial
2016	57%	79%	93%
2020	70%	84%	95%

From the objective point of view, all the urban data of Kunming have increased significantly, indicating that Kunming has been in the process of urbanization. From the subjective point of view, not only the urban construction and economic sustainable development of Kunming in 2020, but also the ecological environment has been improved.

The sustainable development index and policy entropy are shown in the table:

Table 3

Sustainable development index and entropy of urban

Sample(j=1,2,3)	F_j(Urbansustainable development index)	H_j(Urban entropy)	h_j(Average entropy of urban)
2016 actual date	0.638	22.632	0.984
2020 expected data	0.846	20.999	0.913
2020 actual data	0.837	21.413	0.932

According to criteria of Zhou and Zhang (2013) for urban sustainable development,this paper set up following criteria for sustainability development level:

Table 4

Classification standard of urban sustainable development

Sustainable development index	Sustainable development level
$0.8 \leq F \leq 1$	Strong sustainability
$0.5 \leq F < 0.8$	Basic sustainability
0$\leq F < 0.5$	Weak sustainability

F_3=0.837,this indicates that Kunming urban system has strong sustainability in 2020,F_1=0.638,F_3>F_1 and 0.5<F_3<1.$\Delta H = H_3 - H_1 = -1.219$,$\Delta H' = H_2 - H_1 = -1.633$,$\Delta H$ represents the expected entropy of urbanization policies.Since the urban system of Kunming in 2020 is actually highly sustainable, it indicates that the urbanization policy brings negative entropy to the urban system, namely $\Delta H<0$.Because $\Delta H'<0$, it is preliminarily verified from the data that the entropy value of sustainable urbanization policy is negative. In the process of realistic urbanization policy formulation, the expected entropy value of policy $\Delta H'$ can be used to evaluate the level of policy sustainability, according to the following table:

Table 5

Sustainability level of urbanization policies

Expected entropy of policies	Sustainability level
$\Delta H' < 0$	Policies have certain sustainability
$\Delta H' \geq 0$	Unsustainable

Recommendation

This paper studied sustainability of urbanization policy, in reality, policy makers can make policies according to the theory and evaluation index in the article, and implement corresponding means of public management according to the policy.To be sure,the evaluation index in this paper involves many aspects, the system is suitable for the long-term sustainability of the policy group evaluation, but not apply to a single policy.

China is a country where the government plays a dominant role and policies have a strong influence, so long-term considerations are needed in the policy-making process.Urbanization policy involves fiscal expenditure, local debt, urban planning and other aspects,however some decision-makers will be transferred to other places after serving a certain city for a certain period of time, which will cause decision-makers to only consider the short-term interests of the city and their own achievements in office. The result is that policy makers leave the city with high local debt, fiscal deficits, poor urban planning and unsustainable policies.When formulating policies related to urbanization, local people's congresses need to participate in the evaluation of policies, so as to ensure the sustainability of policies and long-term local interests.

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The new normal supply chain of fresh agricultural products after pandemic at Harbin city in China

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Abstract

COVID-19 outbreak in the China and rest of the world has affected the way business and supply chain. Since the COVID-19 spread fast, the government around the around has a measure to stop to spread. Therefore, the lockdown strength is implied. This lockdown strength aid in stopping the spread but has affected the supply chain. The supply chain is not delivering the product from producers to the consumer but is more than this, is a process. Due to the lockdown, the supply chain function is affected, as the people and resources cannot move around.

The business has implied a new way of suppling products and online selling becomes the most important way of selling the product. This is considered a new normal supply chain. In this research, this normal supply is exploring, and challenges faced by the new normal supply are identified. Such as shortage in raw materials, employees, limitation in transportation due to lockdown. Due to the COVID-19 situation, the researcher of this research uses secondary research methods to collect data for answering the questions. The secondary data from previous research provide the answer to a problem, such as providing the contracts to the employees, becoming self-sufficient, etc. Lastly, the recommendation or the business is given.

Keywords: COVID-19, Supply Chain, Lockdown, and Shortage

Introduction

The COVID 19 spread has risk the businesses all-round the world. Majority of business are affected by COVID 19 and supply chain business has encountered the most effect. The food is important and human cannot live without food, the shortage of food due affected supply chain, has endangered the survivor of the population, as the food is important to live, as per Abdelhedi & Zourai (2020) "to eat or not to eat bread is neither a matter of taste or greed nor a luxury; but it has been a necessity for centuries", without the basic the population could not live. According to Siche (2020), there is increase in the percentage of starvation and hungry since the pandemic is break out. The agriculture is the most vital industry for the human development and securing the food supply is important (Abedelhedi & Zourai, 2020). Hence, the business and government worked on different section and find a way to change the traditional supply chain to new one.

The COVID 19 first case was reported in 2019, the location was Wuhan, China. It was believed that first case was reported at a seafood (Wu et al, 2020). The COVID 19 belonged to the family of SARS-Cov-2 and had a range of clinical manifestations and spread at rapid speed (Gandhi et al, 2020). Since, the disease spread at a rapid speed, in no time the disease become a global issue and to stop the quick spread of this disease. As the COVID 19 is new in the market and has many unknown questions, the government around the world and China were sure that to contain this disease some serious measurements is needed to take, and the lockdown was the best option available to encounter these issues. As the government lockdown, the cities the impact on many industries was seen, and a major impact was observed with the daily or fresh products (FAO, 2020). A major decline was seen in all the industries and food supply is important for the survival of the population. As the COVID-19 pandemic created unexpected stress on food distribution and create many challenges for the business in the fresh food industry to supply the product. The challenges are as follows; limit the movement of workers, closing of roads, rail and limit the movement of people. Therefore, the business intends to find a new way of supplying fresh products to people.

Research Background

Due to nature of COVID 19 and speed it spread in public place, the Chinese government has implied the strategy to control the outbreak by restricting population movement and closure management. A major lockdown was in place and many major cities in the nation were lockdown. The law and rules of the lockdown not only limited the people moving around the cities. The government also close the airports, roads, business stations, railway, and other means to enter or leave the cities were closed. As the cities were close, the movement of people or vehicles or other mode transportation were limited. This creates an issue for the people to deliver or purchase fresh product, as the all the mode transportation were close. Therefore, the traditional supply chain failed the delivered the necessary product on time. The business needs find a solution to encounter the issues linked to the traditional supply chain. As the world is bless with the internet and internet age has provided solution and the customer can order product online. The product which are necessary for living can be order online and an e-commerce platform was introduced to purchase the agricultural product. Great demand was created, and many consumers purchases fresh products. This is considered the normal supply of fresh food (Miao and Yanfeng, 2021).

Research Problems

There are several problems related to this study. First, the fresh produce business faces many challenges due to a drop-in consumer income. On the other hand, framers work hard to meet the demand from retailers. During this period, some hard decisions is been made such as, temporarily shut down of many businesses. The impact of the pandemic is demonstrated in different businesses (Dewbre et al. 2014). The major issues for the business are to preserve the employee's health and provision of enough workforce due to some workers do not want work due to coronavirus fear.

Second, as the fresh product is purchased online and payment is made on, there is a chance of scam or fraud in the transaction. This creates uncertainty and trust issues in purchasing the product. The conditions of fresh products are hard to maintain during the transportation of the product (Abid & Jie, 2021). Third, the COVID-19 pandemic hit the fresh food business already confronting serious short-term production, transportation of the food, and long-term challenges. Lastly, as the topic is new, there is limited research available and a deep understanding of the topic is still being done.

Objective of the study

The main objective of this research analyzes and evaluate the new normal supply chain for distribution the of fresh food to the consumer. The researches indent identifies the impact COVID 19 has on the normal supply of fresh goods and how the business created a new way to meet the customer demand and deliver the fresh product.

Scope of the study

The scope of this research is examining the supply of foods in the COVID 19 era. The food demand and food insecurity occurred due to limited supply or the government lockdown strategy, which has affected the traditional selling of fresh food in the market. Limits the consumer face-to-face purchasing and reduces in the income of people due slowing down of the economy. To evaluate the strategy employed by the business in this era to a continuous supply of fresh food and the importance of online selling in this process.

Research Significance

The literature and knowledge indemnity in this research is important to identify the new normal supply over the normal supply. The internet has provided opportunities for the business to sell the product and this fresh food identify using this tools aids in increasing the sales. However, in the pandemic era, the over-demand of online purchase of fresh products has created challenges for the framer to grow the fresh food at rapid speed. The business in the fresh market needs to grow the food quickly despite the shortage in seed or works. Nest, the transportation business needs to increase the delivery due to high demand in the market for raw material or end-user products. The knowledge of this research provides the framers with some sort of solution to the problem in hand and provides the opportunities to sell the fresh product in a new manner. The consumer understands the challenges faced by the external stakeholders and does has a positive and soft attitude towards the transportation business and fresh food business.

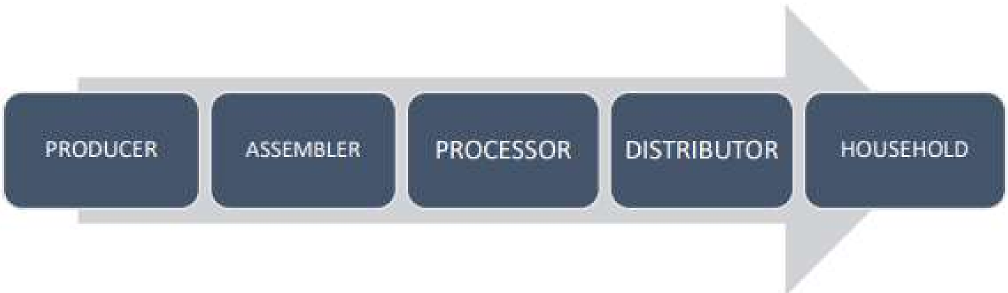
Research Question

The main research question is based on identifying the challenges faced by agricultural businesses to meet the online sell demand. Does the new normal supply chain impost challenges for agricultural business? How can the business overcome this issue?

Literatures Review

The supply chain is an analysis of the whole chain system which includes "people and things that are involved in getting a product from the place where it is made to the person who buys it" (IFAD, 2021). The price along the chain keeps on building up and the figure presents the follows of products from producer to end-user. The supply chain starts with the producer making the product, in this setting the producer does need the transportation and human capital for making the product and pass it to the assembler. In the assembler and processor, the product is completed and move long the distribution channels, the distributor in the supply chain is the last party who distribute the product to the household. Therefore, the supply chain is not just transportation the finish product to the customer but a process in which many people and businesses are involved. In a normal supply chain, there are different parties involved to get the product to the end-user and each has its profit cut (United Nations, 2021).

Figure 1: Coverage of the Supply Chain



Source: Food and Agriculture Organization of the United Nations (2021).

In the case of agricultural products, the supply is classified into two categories (Denis et al, 2020). First, the supply chain is for agriculture supply chain for fresh products such as flowers, fruit, and vegetables. The major players in this chain are the auctions, wholesalers, growers, exporters, retailers, and importers, and specialty shops and service suppliers. "Their defining characteristic here is that all stages leave the intrinsic characteristics of the product grown or product untouched" (Tanyaradzwa, Brighton, Rumbidzai, & Asphat, 2021, p 4). The core processes are packing, storing, transportation, exchange of goods.

The second supply chain moves around processed food products such as desserts, juices, canned food products, snacks, and meats. In this chain of supply, agricultural products are used as raw materials for producing consumer products with good added value. Those products normally have a long life compared to fresh products. Hence, this the common elements found in a normal supply chain. However, the COVID 19 has impost a lot of challenges to the supply chain.

First, the production in the farm has been bottlenecked for inputs and limited availability of the labor due to the government limiting the people to move around and people are lockdown in their own home. Due the lockdown in place, the nations/world has experience great in demand for seasonal labor is high and the demand for the seasonal worker continuous to increase in this pandemic age as supply of seasonal workers were limited and result in a reduction in production (OECD, 2020). As the business needed the workers, the business depends on local and unskillful workers to match the demand in the market. This strategy has short term negative effect, as training the staff was costly and a lot of materials were wasted in this process.

A similar impact is seen with agricultural products like seeds, pesticides, and fertilizers are limited due limit transportation as the major road is a lockdown. The shortages of seeds are major problems as the crops cannot be grown promptly, the main reason for this is the seed sector is highly globalized, and seeds travel to other nations (OECD, 2020).

Second, the COVID 19 not only affects production but also does disrupts food processing industries. As the transportation routes are blocked and many workers cannot go to work due to the lockdown. Therefore, the frame and business associated with fresh market need to train the people available in the region and increase the skills to ensure a reliable and long-term workforce for the present and future. Therefore, training the unskillful workers or new workers may solved the shortage problem in future but the current demand for fresh product continues to increase and due this storage in supply and higher level of demand in market. The price of the fresh product increase. However, the world point of view towards the agricultural employees changed and are considered essential workers, and the business improves the working condition and pays higher wages (Galanakis, 2020).

Third, the consumers' food demand has been changed due to change in the consumer income level, socio-demographic conditions, shopping preference, and time constraints. Also, the visit to food stores and spending money on food items have changed (Bakalis et al., 2020 & Cranfield, 2020). As per Muscogiruri et al (2020), the COVID-19 era has changed the daily routine of people, and people in lockdown preference more high energy intake, protein, high amount of fat products, and more carbohydrates. As the sugary product is a consumer for the people to feel and remain positive. Moreover, the closure of restaurants and limited-service eating places affected the purchasing and eating habits and increase/shift demand from food service to retail.

These are fewer of the reason the retail fresh industry faces a shortage of food supply and is a core element affecting the new normal supply (Wu, Chen, & Chan, 2020).

Fourth, the new normal supply chain has created pressure on the whole supply chain. Online retailers demand transportation has increased not only in the fresh food industry but other industries as well "The logistics efficiency of e-commerce enterprises for the fresh agricultural product is extremely low, and the agricultural product supply chains face more complex difficulties" (Miao, Liu, & Sik, 2021). The local suppliers of fresh products face sales problems, as it is difficult to purchase the product traditional way.

Fifth, the online purchasing of fresh products is commonly used in this age of pandemics. The supply chain stakeholders expanded and employ new delivery methods. Several small organizations built up their application and started the pickup and down service. This provides an advantage as the people who lost their job become part of this system. Therefore, the increasing demand for the retailing product in the market is service by expanding the supply chain (Deconinck, Avery, & Jackson, 2021).

Research Methodology

Primary research and secondary are two research methods the researcher employed for generating data. The secondary data “is every dataset not obtained by the author or the analysis of the data gathered by someone else" (Martins, Cunha, and Serra, 2018). As per Vartanian (2010) secondary data consists of data that had been previously gathered and is under consideration to be reused by other researchers. Since, the limitation in time, budget, and COVID 19 pandemic situation. The researcher in this research employs secondary data for collecting the data to answer the research question. The secondary data is collected from several previous types of research and studies.

Finding and Conclusion

The supply chain is not just delivering the product from producer to consumer. It is a complex process and a lot of challenges faced by parties involve in the normal supply chain. First, the major challenges are to keep the employee at work so there is no shortage of workers. Mohan (2020) provide the solution to this, by giving employees contract. The contract needs flexibility and offers safer working conditions, high wages, and required the employees to the product quality of the product. In addition, the rights of businesses and important groups affected the demand and supply. The report finding of FAO (2020) suggests reducing the influence of the individual on the new normal supply chain, the government needs to have the licensing process. This process reduces the influence but provides benefits to the holder, such allow direct selling, e-commerce opportunities, and helping the small producer with transportation and business opportunity (Petetin, 2020).

Second, past research findings suggest the producer of the fresh product, grows their seeds and has their local equipment to support the process. Third, the finding of past researches suggests that the logistic operation is important in maintaining in delivering the food and some energy by the external stakeholders are required to maintain it. Hence, large infrastructure investment needs to aid more supervision services, the investment needed to sanitation system, more digital documentation is to be used (FAO, 2020).

The nations are required to use hygienic control in the distribution sector to prevent transmission of the virus (OGUK, 2020). To in deep understanding of transportation model by Ou, Wang, Jiang, Gan and Liang (2004) & Ju, Wang, Liu (2012) is used by the research of Miao, Lui, & Sik (2021), it used in their research as this model deal with transportation at the time of problems. The finding of Miao, Lui, & Sik (2021) suggest this model is an effect in dealing with online retailer transportation.

Lastly, the correct prediction needs made regards to the food stocks and demand, the correct needed to be taken by the government at the time of shortages of the product. Also, the government needs to move the smart lockdown and aids to secure the food and job of people. This to minimums the impact of COVID-19 on the new supply chain (Donohue et al, 2018).

To conclude, the outbreak period of COVID-19 is uncertain, the fresh product businesses have started to change their operating model.

For instance, using the internet for selling the product, providing contracts, training to the workers, alternative sources of channels, dealing with the influence of traveling restrictions, becoming self-sufficient, focusing on stock management and increasing demand or absenteeism is important (ICC and Who 2020; Clift and Court, 2020). Moreover, the business needs to cooperate with competing companies on some issues, for example, raw material supply. The small business needs to be organized, using the crisis as a driving force. The business to emphasize its energy in developing information and communication technology infrastructural that is employed in agriculture, food sector, and trade. The government needs to develop a law that protects both consumers and framers (Martin & Glauber, 2020, p.187).

Recommendation

The researcher of this research suggests several recommendations to the external and internal stakeholders of fresh food's new normal supply chain. First, the local framers to invest in capital and move from labor-intensive to the capital-intensive production process, also trans the local people in the areas. So the movement of the labor is less and the lockdown does not affect the production process. Second, invest money to create an e-website so the consumer can directly order from the fresh products business and communication is gaps less and the profit generated by the business is more. Third, the transportation businesses to invest in vehicles as the consumer order small quantity of the product, also the movement of the small vehicles are easy, cost affected too. Forth, more applications to be created which employ the local people to transport the product to the consumer doorsteps. Lastly, more research is to be done on this topic, which will allow the research, business, consumer, and other party to in deep understand the process and act in accord.

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Research On Cross-Culture Management of Multinational Companies – A Case of German AH Company in China

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Abstract

This study aims to study the reasons for the failure of cross-cultural management of multinational companies so as to improve the company's cross-cultural communication capabilities and provide guidance for the cultural construction of multinational companies. Took the cultural conflict and cross-cultural management of multinational corporations as the research object, through the analysis of the cultural dimensions of Hofstede, combined with the cultural cube model to solve the method of internal cultural differences in the organization. Refer to the literature review of cross-cultural management proposed by scholars at home and abroad, comprehensively investigate and study the current situation of AH company cultural conflict and cross-cultural management. This article uses literature research, qualitative analysis, and real cases as the research methods. Through studying the typical cases of German AH company in the Chinese subsidiary, it is found that to avoid management problems caused by cross-cultural conflicts, it is necessary to cultivate the cultural awareness of employees and cultivate a sense of cultural identity. Secondly, cross-cultural training can be seen as a very effective measure to resolve cultural conflicts. Finally, establishing an effective conflict coordination mechanism and paying more attention to the coordination of relationships can resolve misunderstandings caused by cross-cultural conflicts. Therefore, studying the cultural conflicts of AH companies and the problems in cross-cultural management can provide guiding suggestions for the cross-border management of other multinational companies of the same type.

Keywords: cross-cultural management, cross-cultural conflict, cultural integration, cultural model, effective management

Introduction

Research Background

With the continuous promotion of economic globalization and the further development of the Chinese economy, multinational companies' cross-border operations have become a familiar phenomenon (Tian, 2012). Nowadays, companies generally agree that expansion is the way for companies to survive, so they set up branches abroad and take the form of mergers, acquisitions, or joint ventures to spread subsidiaries in every corner of the world. Economic globalization has become the general trend, and more and more multinational companies are struggling in the wave of the world economy. Since the reform and opening up, after joining the World Trade Organization (WTO), China has had more opportunities to interact with other outstanding companies in the world (Wu, 2009). In order to expand the market, more and more multinational companies have begun to seek new businesses on a global scale and set up subsidiaries or joint ventures to give full play to their advantages in technology, capital, and human resources (Grandys & Grandys, 2011). AH Germany is a wholly German-owned company, composed of more than 1,200 employees from different countries and regions, and has subsidiaries in 30 countries around the world. In Germany AH China, about 20% of employees are German employees, 60%-70% are Chinese employees, and 10% are employees of other nationalities. This article will take the culture of China and Germany as examples. Applying the typical case analysis of German AH company, based on Hofstede's cultural modality, combined with the author's experience, It is hoped that this study will shed light on the expansion of multinational companies

Research problems

Due to different cultural backgrounds and communication habits, communication barriers were created when entering the Chinese market, which reduced work efficiency and caused great resistance to work progress. In the communication process, conflicts caused by cross-cultural communication are inevitable, which may affect their work efficiency and service quality (Tang, Zhang, & Chen, 2012). For example, in daily work communication, the communication language used by both parties is not the native language (Li & Zhang, 2018). There is no Chinese and Korean, but English is used as the working language. As a result, the communicator cannot convey all the information they want to express well; and the recipients will not mutually confirm what they understand. Due to the different ways of communication between the two parties, some issues such as teamwork will be affected in the communication and cooperation (Ahmad, Rehman, & Ali, 2019). How to manage cross-cultural differences, draw advantages from both parties, and minimize negative impacts has become an urgent issue for the company to solve.

Objective of the study

This study uses literature research, qualitative analysis, and real cases as research methods. Collect relevant documents on the theoretical basis of cross-cultural communication and management. The main obstacle to the failure of multinational companies is cultural conflict. Through the use of Hofstede's cultural model to analyze the reasons behind it, based on observations, interviews, and documents collected from the company, the real case of the German AH company is used as an argumentation. Try to use the cultural cube method developed by the Hofstede cultural model to find solutions and form a new corporate culture. This research is not only of theoretical significance but also of practical significance. It is hoped that this research will inspire the management practices of other multinational companies.

Scope of the study

This study takes Hofstede's cultural modality as the theoretical support. The research analyzes the obstacles of corporate cross-cultural communication from the perspective of communication, conducts research on cross-cultural communication, and tries to develop this theory in German companies. This research uses the methods of literature analysis, observation, interviews, and internal data collection and collation to study the typical cases of German AH company in the Chinese subsidiary. Of course, the success of the German AH company's expansion in the global market has its points worthy of reference. For example, it fully considers the needs of customers and effectively integrates the resources of the local market. In addition, the research will also propose the most integrated strategy for cultural management based on the five-dimensional model and cultural cube model of Professor Hofstede.

Research Significance

At present, China's economic development is accelerating, attracting many foreign-invested companies (including German investment companies), such as setting up subsidies, bringing new technologies, funds, talents, and experience. These are precious resources that will ultimately help our economy continue to grow (Luo, 2021). How to improve the efficiency of cross-cultural communication between multinational companies in China has become a top priority. The article will analyze its significance from the following aspects:

First of all, effective cross-cultural communication helps multinational companies overcome communication conflicts and has an important guiding role in the construction of corporate culture (Zeng, 2018). Driven by economic globalization, the operations of foreign-invested enterprises have broken the boundaries of national and cultural boundaries. More and more companies are opening branches and subsidies in China to achieve a win-win situation with China's economic development. In this process, conflicts caused by cross-cultural exchanges between China and foreign countries have also become an inevitable problem (Tian, 2012). A large number of foreign-invested companies in China are facing barriers to cross-cultural communication. Under normal circumstances, the decision-making of these foreign-invested companies will be based on the knowledge and experience of the local culture, subconsciously or unconsciously making some major decisions, and such wrong decisions will often lead to the failure of the company (Yin, 2018). Therefore, improving the company's cross-cultural communication capabilities can provide guidance for the cultural construction of multinational companies.

Second, efficient cross-cultural communication skills can help companies overcome communication barriers and achieve integration between different cultures (Wu, 2009). As more and more foreign multinational companies build factories or invest in branches in China, more and more Chinese and foreign employees will inevitably face cross-cultural conflicts within the company (Starr-Glass, 2018). Due to the differences in cultural backgrounds, values, and work and life concepts between the two parties, there are deviations in the expression and understanding of information, and barriers to cross-cultural communication have become increasingly obvious (Li, 2019). These issues are a huge challenge for the leaders of these companies. However, the experience of Chinese companies and employees with cross-cultural backgrounds is still very small (Liu, Zhu, & Liang, 2021). It is difficult for managers of multinational companies to formulate corresponding measures in a scientific way to solve this problem. Therefore, efficient cross-cultural communication skills can properly resolve corporate cross-cultural communication barriers and strengthen corporate cultural integration.

Literature review

1 Cross-cultural management philosophy

This study agrees with Hofstede's view that culture is the property of a company or a part of the country. Culture is a phenomenon that can be learned, and there is no need to learn these conventional methods. In addition, culture is also embodied in three layers, two of which are invisible, while the layers containing symbols, customs, and rituals are visible, and they can be changed according to the meaning given to them (Dubey, 2018). Therefore, culture can be managed in at least some parts. The article will use qualitative research to study the literature and case studies. Culture is the attribute or function of a group, enterprise or country, and a phenomenon that can be partially managed (Kaur, 2020). Regarding the definition of culture, this article adopts the following concept: "Culture is a collective thinking that can be used to distinguish between individuals in different groups and organizations." (Hofstede, 1991) This way of thinking is how people interpret and respond to their surrounding world, and how people treat groups, companies or countries and members of the outside world. The Chao Zhang will distinguish between the dimensions of national culture and enterprises (Chen & Wang, 2019).

Cross-cultural management involves managing work teams in a way that takes into account differences in consumer culture, practices, and preferences in global or international business environments (Liu, 2012;

Zhang, 2013). Many companies must learn to modify or adjust their methods in order to compete in areas that are no longer bound by physical geography. Online interaction is more common in business and other situations.

On the one hand, cross-cultural conflicts have an impact on a company's organizational structure, management model, decision-making judgment, and development strategy. On the other hand, it affects the motivation, assessment, training, promotion, and other aspects of employees (Wu & Ruan, 2018). Cross-cultural conflict management refers to taking correct measures to eliminate cross-cultural differences, avoiding cross-cultural conflicts, exploring cross-cultural advantages, and formulating practical management methods to achieve long-term goals in the process of conflict. Enterprise (Wang, 2005).

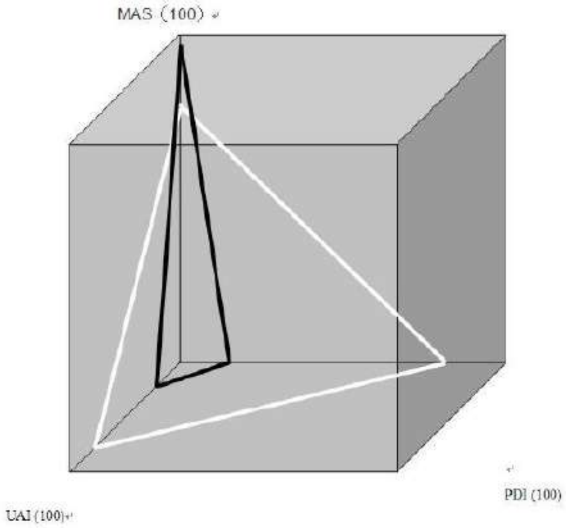
Cultural conflict refers to the friction and collision phenomenon between groups in two different cultural backgrounds due to cultural differences (Zheng, 2017). Cultural conflict is a kind of pressure or conflict that two organizational cultures experience due to opposition in the communication process. Regarding the conflict of multinational corporations, most scholars discussed the evolution process of mutual exclusion and opposition of different corporate cultures. It includes conflicts caused by different values, educational backgrounds, and work habits (Deal & Kennedy, 2009).

According organizational behavior, it divides conflicts into broad and narrow senses. Broadly speaking, it includes positive and negative conflicts, and narrowly defined conflicts refer to negative conflicts (Hou, Wu, & Yin, 2009). Most scholars discuss cultural conflict in a narrow sense, which refers to the process of conflict and mutual exclusion between different forms of the corporate culture (Zhao & Chen, 2018). Corporate culture conflict is a manifestation of conflicts between internal mechanisms and rules and regulations, as well as psychological conflicts between employees in an organization. This article defines conflict in a narrow sense.

2 Overview of cross-cultural and management theory

Research on Hofstede Corporate Culture

The differences between enterprises are huge. For example, different products, different markets, different countries, different tasks, different strategies, and different working methods lead to different working methods. Regarding "the way of doing things," each company may be different, which has formed many different corporate cultures (Perlstein & Ciuk, 2019). Hofstede believes that corporate culture is a collective process used to distinguish the thoughts of members of different organizations (Ashkanasy, Wilderom, & Peterson, 2000). Most corporate culture exists in practice, but corporate culture is formed by the values of the senior management team (Hofstede, 1991). But employees may change jobs frequently throughout their lives, and corporate culture will also change. In contrast, the national culture will be more stable. By using similar dimensions in national and corporate cultures, managers can use Hofstede’s model to map the surrounding culture. Managers can use this model to reduce cultural differences and create a unique corporate culture suitable for the company.



The dotted line in the figure represents the idealized culture of the newly created culture C. The management team can now formulate strategies based on human resource management, financial management systems, and company levels to promote the creation of a new culture (Zhou, 2017). When cross-cultural cooperation occurs, management can also consider applying the national level to promote or prevent the emergence of a new corporate culture. For example, hiring locals to create a new company C from a company with high UAI, high PDI, and low MAS will bring cultural barriers. When initiating the screening process and formulating strategies, management should consider cultural differences. Performing a cultural analysis before forming the necessary culture may help to identify any pitfalls in management and collaboration.

3 The status of domestic and foreign research on cross-cultural management

(1) Research-based on human "cultural conflict"

The concept of "cultural conflict" was first proposed by cultural anthropologist Calvero Oberberg in 1960. He defined "cultural conflict" as "because of the loss of familiar social communication signals or symbols, and the lack of familiarity with the other party's society." Symbols, thus causing a kind of deep psychological anxiety disorder". With the development of frequent exchanges worldwide, this concept has now been extended to many disciplines such as anthropology, culture, and management.

For multinational companies, the issue of "culture shock" is not only an issue of the company's expatriate managers but also a major issue related to the success or failure of the company's overseas investment projects (Chen & Tan, 2012). Currently, intensive training is mainly used to help expatriates overcome the problem of culture shock.

(2) Cross-cultural integration and difference research.

Existing studies have different views on this issue. The technology transfer and diversified business activities of multinational companies have also promoted the integration of global management. Some scholars represented by Schneider and Balsocks believe that management, like engineering and natural sciences, is not restricted by national boundaries. In other words, "management is management." But Rosabeth Kent, the former editor-in-chief of Harvard Business Review, holds the opposite view. Through his investigation, he found that the common management culture is unified in business practice, and the idea of establishing a global company village is ultimately just a dream. And it is difficult to achieve in reality. In short, cross-cultural homogeneity and retention essentially reflect the basic characteristics of the culture.

Finding

Analyze the cultural differences between China and Germany with the Hofstede model

The formation of Chinese traditional culture embodies the characteristics of the Chinese nation and is the crystallization of the Chinese nation's thousands of years of civilization, with Confucian culture at its core. Many famous philosophers appeared in German history. German culture mainly emphasizes rationality and practicality; pursues perfection; emphasizes principles, plans, and personal values.

Table: China German Cultural Value Index

	CHINA	GERMANY
PDI	80	35
UAI	40	65
MAS	66	66
IDV	20	67
LTO	118	31

(1) Power distance (PDI) indicates the degree of acceptance of the unequal distribution of power within an organization and among members of society. Power distance is related to rank. As shown by the PDI in Table 4-1, China (80) and Germany (35) have different meanings of the word “power” in these two countries, and there are significant differences in perceptions. (2) Uncertainty avoidance (UAI) refers to the tolerance for uncertainty and ambiguity. As shown in Table 4.1, China is 40, and Germany is 65. Different ethnic cultures have different attitudes towards uncertainty, leading to differences in the level of uncertainty avoidance. (3) The index of MAS refers to the value standard of society. According to Table 4.1, China and Germany are the same; both are 66. (4) Individualism and collectivism. As shown in Table 4-1, IDV China 20 and Germany 63. The culture of individualism focuses on personal goals. On the contrary, collectivist culture emphasizes collective

goals. (5). As we can see in the Table, there is a huge difference in LTO between China (118) and Germany (31). This dimension indicates whether a society's decision-making is greatly influenced by the past or the future.

Conclusion and Recommendation

With the advent of the wave of globalization, international competition has become increasingly fierce. Many multinational companies have invested in China in order to improve their global competitiveness and expand the Chinese market. On the one hand, they take advantage of China's labor resources and government tax incentives. On the other hand, they face a complex environment intertwined with cross-cultural conflicts. Because cross-cultural differences are not only reflected in the process of operation and management but also in the company's goals, human resource management, management operations, and employee incentives. How to resolve this cross-cultural conflict to achieve effective management has become the most concerned issue of multinational companies. This article takes the cultural conflict and cross-cultural management case of the German AH company in China as the research object. Through the analysis of Hofstede's cultural dimensions, combined with the cultural cube model, Berry's integration, innovation, and assimilation are applied. A way to resolve cultural differences within the organization. Refer to the literature review of cross-cultural management proposed by scholars at home and abroad to comprehensively investigate and study the current situation of AH company cultural conflict and cross-cultural management.

And suggest: based on the analysis of the root causes of cross-cultural conflicts, the strategy of combining localization and deep cultural integration. Provide three aspects for AH company's cross-cultural management: awareness management, including value, cultural awareness, and trust; cross-cultural competence management, including communication skills, language skills, etc.; and coordination mechanism management, including choosing the right strategy for AH company As an example, adopt the second method of cultural integration suitable for the company. Furthermore, AH company should pay attention to the selection of senior management personnel. Finally, Hope that this study will give some inspiration to the management practices of other similar multinational companies.

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Exploring the current situation and future trends of cross-border e-commerce development in China

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Abstract

Nowadays, market transactions within China and abroad are very frequent, and the development of foreign import and export trade has become a hot topic of concern. Cross-border e-commerce logistics is an important starting point for China's domestic import and export development. Unlike traditional import and export modes, the process characteristics of cross-border e-commerce logistics are more in line with the current needs of foreign trade. Although the macro environment for the development of cross-border e-commerce in China is becoming more and more perfect, there is still a lack of professional talent, lagging policies and regulations, and imbalanced regional development to be resolved. Compared to Chinese e-commerce, cross-border e-commerce transactions are more challenging, as they are subject to a range of risks such as technical risks, credit risks and information security that are generally faced by Chinese domestic e-commerce, as well as more complex processes such as logistics and distribution, inspection and quarantine, payment of goods, after-sales service and dispute resolution, and are also affected by cultural differences and language barriers.

Based on existing research in China, this paper analyses the development model of cross-border e-commerce in China, examines and analyses the difficult issues hindering the development of cross-border e-commerce in China, and finally puts forward relevant recommendations to promote the development of cross-border trade e-commerce in China and further explores its future development trends.

This paper finds that the scale of cross-border e-commerce transactions in China continues to expand, accounting for an increasing proportion of import and export trade, and that the target markets for cross-border e-commerce are relatively concentrated, with export cross-border e-commerce expected to continue its rapid development. This paper puts forward relevant policy recommendations for the development of cross-border e-commerce at both government and enterprise levels.

Keywords: Cross-border e-commerce， Development status， Future trends， Policy recommendations

Introduction

Research Background

With the rapid development of Internet technology and economic globalisation, the freedom of consumers to purchase goods from abroad via the Internet has become a boom, resulting in the rapid development of cross-border e-commerce around the world. Cross-border trade in China has also flourished in recent years.

In March 2015 at the third session of the National People's Congress of China, "Internet+" was included in the government work report for the first time, and "Internet+" then quickly became a hot business model. Previously, the combination of the Internet and retail gave rise to China's domestic e-commerce model, while the combination of the Internet and foreign trade became cross-border e-commerce.

After the outbreak of the US financial crisis in 2008, the global economy was in recession and there was a severe contraction in the international market, with shrinking market demand in Europe and the US, frequent trade frictions and increasingly rampant trade protectionism, which dealt a serious blow to international trade. Coupled with the continuous appreciation of the Chinese RMB, rising raw material prices and increasing labour costs, Chinese foreign trade oriented enterprises have been strongly hit and have had to face transformation or even bankruptcy. This also fully illustrates the lack of core competitiveness of China's foreign trade oriented enterprises, especially small and medium-sized enterprises. Once the external market fluctuates, for these small and medium-sized foreign trade enterprises lacking capital, talent, brand and technical strength face the pressure of transformation. This is because most of the small and medium-sized foreign trade enterprises are still engaged in low value-added product OEM, lacking sufficient R&D technology and brand support.

Research Problems

This paper firstly analyses the current situation and characteristics of the current development of cross-border trade e-commerce in China, taking the development of global cross-border trade e-commerce as the background, and mainly introduces and analyses the scale and speed of the development of cross-border e-commerce in China, the situation of major enterprises, the mode of operation, and the relevant policy environment. Secondly, the outstanding problems encountered in the current development of cross-border e-commerce in China are summarised. Again, the opportunities and challenges facing the current development of cross-border e-commerce in China are analysed. Finally, the future development trend of China's cross-border e-commerce is analysed in the light of the current situation in China and abroad, and recommendations are made from a number of aspects in the light of the actual problems of cross-border e-commerce enterprises.

Objective of the study

1. First, the concept of cross-border e-commerce in China is systematically elaborated. Due to the relatively short history of the development of cross-border e-commerce in China, the study of cross-border e-commerce is often introduced only as a branch of e-commerce, and there is no in-depth study specifically for the development of cross-border e-commerce in China. In the current trend of world economic integration and globalisation of e-commerce development, it is necessary to classify Chinese cross-border e-commerce as an important component in order to be able to give an accurate definition of cross-border e-commerce and facilitate further research on the development of cross-border e-commerce in China in the future, which also provides a reference basis for the formulation of policies and systems for cross-border e-commerce in the future.

2. The second is to outline the development of cross-border e-commerce in China. Having accurately defined the concept of cross-border e-commerce in China, we can then identify the cross-border part of e-commerce transactions and study the history and current situation of the development of cross-border e-commerce in China over a longer span of time. This is because only by understanding the context of any thing or phenomenon can we gain a deeper understanding of its development mechanism and thus provide a positive reference for subsequent development.

3.Thirdly, we explore the problems that have arisen in the development of cross-border e-commerce in China and analyse their causes. For a long time, exports have been one of the three driving forces of China's national economic growth and have played a pivotal role in China's economy. But with the outbreak of the financial crisis, the global economy has come to a standstill and the slow recovery has severely hampered China's exports. At the same time, however, China's cross-border e-commerce has seen good opportunities for growth, becoming a bright spot in a bleak economic outlook. But for any emerging sector, the problems it faces are unpredictable and have many new features that cannot be gleaned from previous problems. In particular, cross-border e-commerce has a stronger complexity in terms of customs clearance, logistics, payment, etc. than domestic e-commerce in China, so it is highly relevant to take the initiative to explore in depth the routine issues arising from conducting cross-border transactions and to study and analyse them.

Scope of the study

This paper compares the differences in the development models of cross-border trade e-commerce by examining the current situation and trends of cross-border e-commerce development in China and abroad, combining Chinese domestic cross-border e-commerce platforms as a case study, finding the problems in the development of Chinese domestic cross-border e-commerce from the differences, and putting forward targeted development countermeasures and suggestions by combining specific problems and the current development trends and opportunities of cross-border e-commerce.

Research Significance

Following the global financial crisis, China's import and export trade has been severely impacted by sluggish international market demand, frequent trade frictions and increasingly rampant trade protectionism. At the same time, cross-border e-commerce has grown rapidly, accounting for an increasing proportion of China's import and export trade year on year and showing great potential. Promoted by China's "One Belt, One Road" initiative, cross-border e-commerce has provided a way for China's export-oriented enterprises to "go global" and become a new growth pole for China's import and export trade.

Literatures Review

The development of cross-border e-commerce in China is still in its infancy, and research on cross-border e-commerce in China has only just begun. Professional books on the topic of cross-border e-commerce can hardly be found in bookstores. Current information is mainly available through professional journals, research reports from professional research institutions, professional websites, news reports and other channels.

Through the analysis of the current situation of cross-border e-commerce development in China and abroad, the comparison between cross-border e-commerce and traditional trade, the opportunities of developing cross-border e-commerce, and the challenges faced by cross-border e-commerce, Li-Bin & Yong-Shan (2014) finally put forward suggestions for the development of cross-border e-commerce in China. In the chapter on the comparison between cross-border e-commerce and traditional trade, cross-border e-commerce is compared with traditional trade through five aspects, such as transaction links, industry chain links, operating costs, product differentiation and consumer trends, etc. Through this approach, readers will have a deeper understanding of cross-border e-commerce.

Shuyan & Zhenxin (2013) elaborated on the main modes and characteristics of cross-border e-commerce logistics in China, focusing on the cross-border third-party logistics model and pointing out the problems of imperfect infrastructure construction and low level of information technology in cross-border e-commerce in China.

The article also analyses the relationship between third-party payment companies and commercial banks. The article also analyses the relationship between third-party payment companies and commercial banks. It basically outlines the development of the third-party cross-border payment business and its future prospects.

The professional research institute Ai Rui Consulting has conducted an in-depth study on the environmental analysis, industry chain analysis, industry scale, business models and future trends of cross-border e-commerce development in China, with detailed data provided on industry scale and future trends.

The China Electronic Commerce Research Centre (CECRC) is an authoritative e-commerce research institute in China, and its research results on cross-border e-commerce have been released to the outside world through its website www.100ec.cn. Among them, "An Analysis of the Advantages and Disadvantages of

Various Logistics Channels of Cross-border E-commerce", "An Analysis: The practice and development of my country's cross-border e-commerce pilot" and "Inventory: Several International Logistics Models of Cross-border E-commerce" are very helpful to this paper. are of great help.

Lai Youwei, Wang Kaiqian and Li Guangqian of the Development Research Centre of the State Council put forward four policy recommendations for the development of cross-border e-commerce in China, namely optimising the service support system for customs clearance, payment, logistics and exchange settlement; establishing and improving the market supervision system for cross-border e-commerce; strengthening international cooperation in cross-border e-commerce; and guiding and supporting the development of cross-border e-commerce platforms.

Newspapers and other news media reports on cross-border e-commerce in China, such as China Consumer News' "Cross-border e-commerce faces the problem of counterfeit goods", People's Daily's "Cross-border e-commerce takes off with four major features boosting its development" and Legal Daily's "Joining the legal framework of international trade to fight for the right to speak", have provided detailed introductions and analyses of the problems encountered in the development of cross-border e-commerce in China.

Finding and Conclusion

Cross-border e-commerce has contributed to the development of China's foreign trade and has had a positive impact on China's macro economy. At present, cross-border e-commerce in China is generally maintaining a growth trend, thanks to both the active exploration of pioneers in the cross-border e-commerce industry and the growing maturity of the macro environment for cross-border e-commerce development, such as the economic environment, policy environment and information and communication environment.

The development of e-commerce in China has proven that we can catch up with developed countries in new areas, and cross-border e-commerce is a fertile ground to be tilled. With the vast experience accumulated in the development of domestic e-commerce, and with the joint efforts of government departments, enterprises and society, China's cross-border e-commerce is expected to make a major breakthrough in this new historical period. With the historical opportunity of China's deepening reform and opening up, the weight of cross-border e-commerce in economic development is increasing, and this is also a new starting point for cross-border e-commerce to break away from conventional thinking, drive more business innovation, boost social employment, and thus become one of the powerful driving forces of China's economic development. This is also a good opportunity for cross-border e-commerce to transform China's economy.

Although the history of cross-border e-commerce in China is short, the history of cross-border e-commerce in the world is not too distant, so China is well placed to join the new economic wave and establish itself as a major power in the field of cross-border e-commerce, injecting vitality into the economic development of China and the world.

Recommendation

In today's highly popular Internet, cross-border e-commerce has knocked open the door to borderless shopping and become an inevitable trend in the future development of cross-border trade, attracting the attention and attention of countries around the world. As a major world trading nation, China's active participation in the new trade approach is of deep strategic significance to China in optimising its trade structure and transforming and upgrading its domestic industries, as well as an opportunity for the transformation of China's foreign trade enterprises and a new way of employment. Despite the late start of cross-border e-commerce in China and the constraints it faces, challenges and opportunities coexist. China's achievements in the field of e-commerce, including cross-border e-commerce, are there for all to see, and the scale of China's e-commerce and the experience it has accumulated tell us that China can participate in the changes in the world landscape, and that China's cross-border e-commerce is confident that, with the joint efforts of the government, enterprises and practitioners With the continuous improvement of the policy system, the completion of the infrastructure, the maturity of e-commerce technology, the quality of personnel and the deepening of international cooperation, China's cross-border e-commerce will certainly join the world's cross-border e-commerce and usher in a broader space for development.

1. Gradually improve relevant laws and regulations to create a healthy development environment for the development of cross-border trade in e-commerce. Development environment. At present, China's legal norms in the field of cross-border e-commerce are very unsound, although the "Contract Law" revised in 1999 has established the legal status of electronic contracts, but the content of relevant electronic contracts is still very little, and there are no clear legal provisions for foreign-related electronic contracts related to cross-border e-commerce. 2005 China also formulated the "Electronic Signature Law" related to e-commerce. But for cross-border e-commerce, such as cross-border electronic contracts, electronic evidence, data privacy protection, risk and liability division, dispute resolution mechanisms and other legal norms are not yet specific or still missing, cross-border e-commerce legal risks are particularly prominent. In addition, with the booming development of cross-border e-commerce in recent years, China's existing international trade legal system has also been seriously impacted by cross-border e-commerce and is in urgent need of a complete legal system to adjust and regulate it.

The construction of a legal and regulatory system for cross-border e-commerce should pay attention to the following three aspects: First, it should be suitable for the characteristics and trends of the development of cross-border e-commerce in China, and should gradually regulate the relevant laws and regulations of cross-border e-commerce, while creating a relatively relaxed legal environment for the development of cross-border e-commerce and avoiding excessive regulation. Secondly, we should combine the formulation of new laws and regulations with the amendment and interpretation of existing laws and regulations to build a complete system of laws and regulations on cross-border e-commerce. Third, the formulation of China's cross-border e-commerce-related laws and regulations should take into account the uniform applicability of international cross-border e-commerce laws and regulations, because a prominent feature of cross-border e-commerce is the absence of national borders, and if the laws and regulations of cross-border e-commerce of various countries seriously conflict, it will inevitably affect the healthy and rapid development of cross-border e-commerce of various countries.

2. Gradually establish a convenient management system for customs clearance, payment, foreign exchange clearance and tax refunds. The important links of cross-border e-commerce, such as customs clearance, payment, foreign exchange clearance and tax refund, have been in a state of regulatory absence for a long time, and the establishment of a standardized regulatory system is crucial to the healthy development of cross-border e-commerce in China. The development of cross-border e-commerce in China is crucial. According to the current situation of cross-border e-commerce development, it is recommended to gradually summarise the experience of the pilot cities of cross-border e-commerce, further improve the pilot operation modes of cross-border e-commerce such as general export, bonded export, direct purchase import and bonded import, actively explore the tariff rules suitable for the development of cross-border e-commerce, summarise the fast customs clearance mode of clearing and releasing and aggregated declaration in the pilot, and continuously innovate and break through New issues arising from the practice, and gradually establish a complete information sharing and co-management platform for transactions, payment, logistics, customs clearance, foreign exchange clearance and tax refunds. In due course, the mature model of the cross-border e-commerce pilot project will be extended to other regions. Gradually improve the cross-border electronic payment system, expand the number of enterprises supporting cross-border electronic payment services on a pilot basis and reduce payment restrictions. Explore innovations in the management model between foreign exchange regulators and third-party payment institutions in the collection and settlement of foreign exchange, and further simplify the operational process.

3. Progressive establishment of a market supervision system for cross-border trade e-commerce.Cross-border e-commerce transactions are characterised by electronic, virtualised, globalised and borderless nature, and cross-border e-commerce faces challenges in various aspects such as counterfeit goods, fraud and consumer rights protection, etc. It is necessary and urgent to establish a sound market supervision system for cross-border e-commerce. The construction of e-commerce regulatory information systems and platforms should be accelerated, and an inter-departmental information sharing and coordination mechanism for cross-border e-commerce should be established. Crack down on counterfeiting and intellectual property rights violations in cross-border e-commerce, gradually improve the integrity system of cross-border e-commerce and establish a fair market environment for cross-border e-commerce. Accelerate the formulation of standards and norms for cross-border e-commerce transactions, gradually establish a cross-border e-commerce integrity system certification, and establish a credible market trading environment for cross-border e-commerce. Guide the

formerly unregulated grey areas of cross-border e-commerce, such as overseas shopping, to gradually move towards sunlight channels. Accelerate the construction of systems for e-commerce safety certification, dispute handling, dispute mediation, legal advice and consumer rights protection, and provide online services for handling e-commerce disputes. The protection of transaction data should be done well to safeguard the legitimate rights and interests of enterprises and the public. According to the development characteristics of cross-border e-commerce, market supervision should be continuously innovated, the level of information technology in supervision should be improved, and the ability to detect problems and deal with emergencies should be enhanced, so as to create a favourable market environment for the development of cross-border e-commerce.

4. Improving the cross-border logistics model. While cross-border e-commerce is developing, cross-border logistics plays an increasingly important role in cross-border e-commerce. In order to avoid becoming a bottleneck in the development of cross-border e-commerce, the cross-border logistics model should be improved from the following aspects.

At the government level, the blueprint for logistics development should be planned from a macro perspective, providing policy, financial and structural support and guidance for the development of cross-border logistics. In terms of the legal environment, laws and regulations related to the development of cross-border logistics should be formulated in a timely manner, and corresponding implementation measures should be provided to enable orderly market competition. The development of a standard system that is in line with international logistics standards and the active adjustment of existing policies and laws that do not adapt to the development of cross-border logistics, so as to provide a better legal environment for the development of cross-border logistics in China. In terms of infrastructure and logistics system construction, the construction and layout of logistics hubs such as airports, railways, highways and ports should be planned in an integrated manner, equipped with modern transit facilities, and built with capacity-matching collection and distribution channels to promote efficient transit and connection of various modes of transport. At the same time, the government should take the lead in improving the logistics system and building a new cross-border e-commerce logistics eco-organisation supply chain system, whose main members include cross-border e-commerce platforms, finance and insurance, customs management, inspection and quarantine and other social sectors.

For cross-border logistics enterprises, the first step is to strengthen their own construction and grow their scale. Cross-border logistics involves multiple countries, has a large geographical scope and needs to face different social systems, laws and regulations and natural environments, and may also be subject to political, economic and natural risks, which requires logistics enterprises to have strong operational and transport capabilities. On the other hand, cross-border logistics enterprises can also strengthen their cooperation and form cross-border logistics alliances to jointly establish warehousing centres in the core areas of cross-border e-commerce development and important trade flows, so as to bring into play the advantages of logistics integration, reduce enterprise costs, speed up the operation of goods and promote the common development of various logistics enterprises. Secondly, cross-border e-commerce platforms and logistics enterprises can establish a unified information platform under the guidance of trusted third-party enterprises (market leaders) or the government to integrate cross-border e-commerce data, payment data, customs declaration and inspection, taxation data and logistics data, so that trusted third-party or government agencies can carry out dynamic supervision of the operational status of all parties and can notify all parties in a timely manner when necessary to make good The integrated platform allows for dynamic monitoring of the operational status of the parties by trusted third parties or government agencies. At the same time, through the integrated platform, logistics enterprises, cross-border e-commerce platforms and merchants can achieve the integration of four streams: order and transaction information, payment information, logistics information and service information, enabling cross-border logistics to operate efficiently.

5. Increase the training of talents to gradually meet the demand for talents for the rapid development of cross-border trade e-commerce. In order to alleviate the outstanding contradiction of a serious lack of talents in the development of cross-border e-commerce and strengthen the cultivation of cross-border e-commerce talents, various resources should be mobilised to participate in the cultivation of talents through multiple channels, combining cultivation and introduction. First, we should strengthen the training of cross-border e-commerce talents in colleges and universities, reasonably set up disciplines to meet the needs of cross-border e-commerce, optimise teaching contents, and gradually combine teaching methods with practice. Second, mobilise social resources, encourage in-service education and social training institutions to increase training in the direction of cross-border e-commerce, increase the supervision of training activities, and gradually establish a system for the qualification certification of training institutions and the certification of training talents. Third, strengthen cooperation between cross-border e-commerce enterprises and university training institutions, support qualified e-commerce enterprises to establish educational practice and training bases in cooperation with university institutes, strengthen cooperation between schools and enterprises, combine enterprise needs with talent training, focus on practice and continuously improve the quality of talents. Fourthly, we should strengthen the introduction of outstanding foreign talents. The globalised nature of cross-border e-commerce determines the internationalisation of the demand for talents, and we should focus on introducing high-end foreign talents to make up for the shortage of cross-border e-commerce in China.

The development of cross-border e-commerce in China is still faced with many problems and risks. To solve the practical problems in cross-border logistics, cross-border payment and dispute handling, not only do we need to rely on enterprise innovation, but also industry organisations and the government should coordinate and guide us to actively seek solutions. During the rapid development of cross-border e-commerce, problems such as uneven regional development, lagging policies and regulations, and a lack of talents inevitably arise. As cross-border e-commerce enters a period of steady development, such problems will be alleviated.

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A Study on Employee's Career Adaptability: The Influences of Individual and Organizational Career Management

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Abstract

Market competition has intensified the sense of occupational insecurity, and people need to constantly improve their adaptability to calmly cope with the challenges brought by environmental changes and career growth, so as to obtain more satisfactory career development results. On the other hand, enterprises are also eager to increase organizational flexibility and create sustainable competitive advantages by improving the adaptability of employees. However, organizational career management practices not only stimulate the value of human capital, but also increase the employability and employment opportunities of employees in the external market. Enterprises are faced with the risk of employees leaving before they have recovered their investment, forming an employment paradox based on adaptation.

Can organizations benefit from the training of employees' adaptability through career management practices? The answer to this question is crucial. If so, in what ways? The relationship between self-career management and organizational career management has been discussed for a long time. Can we find a reasonable explanation to realize the win-win cooperation between them by analyzing the problem of employee career adaptation training? Therefore, this paper mainly discusses four issues :(1) the relationship between employees' self-career management attitude and the development level of career adaptation;(2) The role of career adaptability in the relationship between self-career management and employee career development results;(3) How organizational career management affects the process of positive psychological capital effect of career resilience, thus creating more job performance for enterprises;(4) Whether the career success of employees and the improvement of enterprise performance can be achieved simultaneously through career adaptation training and its mechanism.

This paper draws the following conclusions: First, self-career management is the internal determinant of enterprise employees' career adaptability training. Second, career adaptation plays a mediating role in the relationship between career management and career growth. Thirdly, organizational career support regulates the process of individual career adaptation, wins employees' organizational emotional commitment for the enterprise, and improves job performance. Fourth, in the context of changeable career, career adaptability is an important variable to integrate internal motivation of self-development and organizational career support, and to achieve the alignment between employee personal development and organizational management goals.

Keywords: Career Adaptability; Career Management; Career Success; Job Performance

Introduction

Research Background

Economic globalization has intensified the competition between resources and market, and the living environment of enterprise organizations has become difficult to predict. Influenced by the trend of social and economic reform and rapid upgrading of new technologies, many enterprises are unwilling and unable to provide long-term and stable development of work security for employees (Eby, Butts, & Lockwood, 2003; Feldman, 2007).In order to obtain better survival and development opportunities in the fierce competition environment, enterprise organizations increasingly prefer flexible and flexible employment strategies, and short-term or temporary employment, labor dispatch, and personnel outsourcing have been widely adopted (Bidwell et al., 2013; Wilkinson & Wood, 2014), the past personal career growth model that was completely dependent on the organization is being broken, and thus changeable career arises (Hall, 1996).

In China, the trend and characteristics of fickle career are increasingly prominent. In order to seek self career development, people are actively developing career exploration with unprecedented attitude. In recent years, Zhaopin.com has been paying close attention to the development of the domestic workplace. Through their big data tracking survey, they found: Traditional workplace dimensions such as salary and welfare, interpersonal relationship and job promotion are getting less attention, while personal career development opportunities and prospects are gradually becoming the most important factors for white-collar workers, and work-life balance and personal interests are gradually increasing. The flexible nature of human capital can not only increase the flexibility of organizational management, but also bring high performance and sustainable competitive advantage to enterprise organizations (Ito& Brotheridge, 2005).However, there is such a dilemma in the practice of enterprise management: on the one hand, the developmental human resource management practice indirectly enhances the flexibility of organizational labor force by promoting the development of adaptability and employability of employees, so as to stimulate enterprise performance and create sustainable competitive advantages; On the other hand, developmental practice is also accompanied by some negative effects. As workers become more skilled and adaptable, their job opportunities in the labor market or outside employability increase, and they may choose to leave before the organization can recoup its investment. This is the so-called "employment paradox" that enterprise human resource management needs to face (Nelissen, Forrier, Verbruggen, 2017).

Research Problems

Does employee career resilience and organizational career management enhance organizational capabilities? If so, what should the organization to do? Based on the needs of business management practice, this paper intends to discuss the following issues: 1. The relationship between self-career management and the development level of career adaptability of enterprise employees. According to career construction theory, the formation of individual adaptive psychological capital is influenced by both subjective and situational factors, but in the final analysis, it is gradually accumulated through the motivation-behavior psychological process of human being as the subject (Savickas, 2013). In the existing literature, there are not many explorations of antecedent variables of employee career adaptation, and the conclusions mainly focus on the direct effects of personality traits and enterprise management (Rudolph, Lavigne, & Zacher,2017), ignoring the leading role of subjective professional attitude in the cultivation of adaptability (Hall, 2004).Therefore, the first question discussed in this paper is the relationship between self-management attitude towards career management and the development level of career adaptability of enterprise employees in the context of changeable career.2. The transmission mechanism of positive psychological capital of career adaptation has been preliminarily confirmed in the exploration of adolescent academic development and employment, but the research on career development of professionals still needs to be further revealed. Therefore, the second question discussed in this paper is to examine the mediating role of career adaptability in the relationship between self-career management and enterprise employees' career growth.3. Explore how organizational career management, as a positive situational factor, will affect the relationship between self-career management, career adaptability and employee performance, and ultimately benefit the organization. Although fickle career theory constantly strengthens the subject status of individuals, in fact, organization is still the most important carrier of individual career development, and group environment is a key factor that cannot be ignored in career adaptation (Savickas, 2013).The "adaptive dilemma" proposed by western researchers also troubles Chinese enterprise management. Research on the relationship between self-career management attitude and employee commitment are different from theoretical deduction and practice cognition, which may be influenced by other relevant factors (mediating or moderating effects), which may come from individuals or more likely from situations. That is, organizational career support adjusts the relationship between self-career management and employee commitment (Khan, Salleh, & Hemdi, 2016).4. Discuss whether the employer and the employee can jointly realize the career development of the employee and improve the work performance of the organization through career adaptation training and its mechanism. Research show that employees need to rely on adaptability advantages to better seek personal career growth (Guan et al., 2015b), and enterprises need to develop employees' adaptability to improve human capital and organizational flexibility (Yu Haibo, Zheng Xiaoming, 2013).It can be seen that career adaptation training is the balance point between self-career management and organizational career management, and can become an important basis for the fit between individuals and organizations.

Objective of the study

The purpose of this paper is to study the factors affecting the career adaptability of employees, and analyze how to enhance the professional ability of employees through reasonable ways in the career management of employees, while maintaining the loyalty of employees, so as to improve the operating efficiency of enterprises and enhance the competitiveness of enterprises. Therefore, the following problems are mainly investigated:

1.To explore the effects of employee attitude, cognitive ability and external environment on employee's occupational adaptability

2.To explore the relationship between career adaptability and career development of employees

3.To explore the relationship between employee development and enterprise performance

4.Discuss how to improve enterprise performance by improving employee career planning

Scope of the study

This study focused on the employee resilience and the relationship between the enterprise staff career planning management, aims to study specific employee attitude, cognitive ability, the external environment impact on employees' resilience, and then using the correlation factors in the career planning in the enterprise to improve staff professional adaptability, enhance the degree of match staff development and enterprise goal, It provides useful suggestions for enterprise human resource management in improving enterprise performance.

Research Significance

The academic significance of this paper lies in: first of all, the self-career management attitude is the career adaptation of enterprise employees,internal power of force development; Secondly, it deepens the interpretation of employee commitment in the adaptation dilemma. Career adaptation mediates the relationship between self-career management, career commitment and career satisfaction. Thirdly, the moderating effect of organizational career management on the mediating effect of career adaptation is tested from the individual level and the individual-organizational level respectively, and the organizational emotional commitment and job performance are won for the enterprise. Finally, the paper integrates social exchange theory, cognitive evaluation theory and high performance organization model to enrich and expand the interpretation of career construction process and results in enterprise organization, and points out that career adaptation development and management can realize both individual career success and organizational work performance. The practical significance of this paper lies in: Through the career adaptation of Chinese context problem, put forward in the variable career characteristics of growing social and economic transition, the enterprise organization and its fear of resilience resulting in the loss of high quality human capital cost, less active acceptance of employee career development intrinsic need, must be self professional development motivation, as their good employees potential criteria; Secondly, we should pay attention to the training and management of employees' career adaptability, which is the basis to effectively achieve a win-win situation in employment. Finally, it advocates to effectively improve the level of enterprise career management. By promoting employees' perception and recognition of organizational support, it not only helps employees to achieve personal career success, but also improves work performance and organizational management efficiency for the enterprise. Thus, the adaptability dilemma of employees in the enterprise will be effectively solved.

Theoretical framework

Variable career emerged in the middle and late 1990s, and is a career development form that advocates adaptability and self-directed (Brisoe & Hall, 2002). According to the variable occupation view, the changeable and insecure workplace environment gradually changes the demands of employees from job stability, vertical promotion and salary return to employability building based on labor-capital cooperation contract (Fugate, Kinicki, &Ashforth, 2004). Individuals, not organizations, should be the main body of career development and management. Career mobility across organizational (including department or work team) boundaries, professional boundaries and regional boundaries is increasingly understood and accepted by people (Briscoe & Hall, 2006). Therefore, subjective career satisfaction is more important in the evaluation of career success. And gradually replace the original objective standards such as promotion and salary increase (Ng & Feldman, 2014). The psychological contract of changeable career development concept emphasizes the employability of employees. Employment security commitment becomes less valued as the organization weakens in personal career planning. Rousseau(1995) even captured the signs of the change of the employment contract between labor and capital from long-term relationship to short-term variable work arrangement in advance. Career mobility model presents a new trend of mobility between different departments within the same organization, or even between different organizations and different majors, because career development path no longer depends on the organization and invariable fixed routines, but continuous learning, self-value-driven, personalized and groping forward between opportunities and challenges. Career success and development are more dependent on various relationships and personal accumulation of work experience.

Higgins(2001) found in his research on the impact of interpersonal network on volatile career that career mentor, as an important social relationship resource, could even outperform psychological indicators such as confidence in predicting employment status and job change tendency in the workplace.

Hypotheses

1. Self-career management is positively correlated with career adaptability.
2. Career resilience is positively correlated with career commitment.
3. Career resilience mediates the relationship between career management and career commitment.
4. Organizational career management perception is positively correlated with career adaptability.

Literatures Review

The development and theoretical basis of career resilience

The concept of career adaptability was first proposed by career master Donald E. Super, which is derived from another previous core concept of career development -- Career maturity. From the 1950s to the 1990s, Super successively established the Career Development Theory, the Career Developmental self-concept Theory and the life-span life-space Career Theory, became the best interpretation and theoretical model of individual career development at that time. Career maturity is the core concept of career development theory. At the beginning, the word vocational maturity was used, which means "being consistent with one's age, valuing and acting on attitude and understanding, Being able to cope with a series of career development tasks, such as exploring and making career goals, establishing career development, and before and after retirement "(Super, 1955).Later, John O. Crites suggested that it be revised as career maturity and further defined as the rate and degree of individual career development (Crites, 1974).Super career development is divided into several stages, used to measure the individual in the corresponding career maturity stage of the development level, but the "mature" or not through comparing with others or social objective standard to determine, and career development process are explained respectively adults and teenagers, maturity may be heterogeneous problems, Furthermore, the concept of career resilience with psychological significance is proposed to replace the concept of career maturity with biological significance (Super, Thomson, & Lindeman, 1988). It believes that adaptation is the core issue of lifelong career theory (Super & Knasel, 1981).

Under the background of changeable and borderless career, unpredictability and uncertainty have become the essential characteristics of career development (Bright & Pryor, 2005). Career counseling intervention should guide people to adapt to the complex and changeable external environment with a more open mind. Thus, people gradually accept that "resilience" can optimize and replace the concept of "maturity" (Savickas, 1997; Van Vianen, De Pater, & Preenen, 2009).With the increase of occupational mobility and the arrival of post-industrial era, Savickas(2005) believes that, The replacement of maturity by adaptability can better connect the five development stages of individual career: growth, exploration, establishment, maintenance/management and disengagement. Adaptation focuses on the coping processes, that is, how to achieve smooth transition and mutual match between individuals and the environment in various transitions (Savickas, 2005, 2013). This refers to the change of roles or tasks including from school to work, from job to job, and from occupation to occupation.

Career construction theory

Career construction theory is a remarkable new star in western occupational psychology in recent 20 years, It was formally proposed by Professor Savickas, 2011 Leona Tyler Award winner of the American Psychological Association in 2002..As one of the important branches of social psychology, the main task of occupational psychology is to help people better identify and solve problems in career development, while career construction theory discusses how individuals construct their own career development process through a series of meaningful career behaviors and work experience (Savickas, 2005).Based on career matching theory and career maturity theory, career construction theory further proposes that individuals should take their past memory, current experience, and future aspiration into consideration when making career development behavior choices. Career development is a rich and subjective construction process carried out by individuals around the life theme. Career construction deepens the existing career development theory and endows the classic occupational personality theory and lifelong career theory with the characteristics of the post-industrial era. The self-construction model based on adaptation is established, which provides a new clue and framework for individual career development research (Savickas, 2011, 2013; Savickas & Profeli, 2012).In this model of self-career construction, career adaptability is the core of career construction, and the essence of individual career development is a dynamic construction process in which individuals constantly demand mutual adaptation between subjective self and the external world, and different people have different specific construction contents and construction results (Savickas,1997).

The career adaptation model reveals that the individual must achieve a stable state of adaptation at each career stage There are four conditions: first, subjectively have the willingness or readiness to adapt; Secondly, have self-adaptive social psychological capital -- career adaptability; Thirdly, it plays a role through a specific stress response or occupational behavior choice. Finally, it is possible to realize the relative adaptation result after the interaction integration of individual and environment. The above four links respectively represent the motivation, ability, attitude or behavior and results of adaptation. At the same time, each link will be affected by the corresponding situational factors (Savickas & Profeli, 2012; Savickas, 2013).

Among them, adaptive motivation is the internal power generating career adaptability, which can be expressed as a certain personality.Psychological traits can also be specific values, goal orientation, preferences, cognition, etc. Generally speaking, individuals with strong adaptive motivation will have a more open mind and take the initiative to cater to changes in the external environment. For example, those who flexibly adjust their goals tend to have more significant adaptive motivation than those who firmly stick to their goals (Tolentino et al., 2013).Career adaptability is a trait-like social psychological capital, which is stable in the short term but restricted by individual subjective aspects and situational factors. This ability to adjust to external circumstances can drive certain behaviors or behavioral tendencies, For example, proactive career planning and career exploration (Urbanaviciute et al., 2014) or conscious organizational socialization behavior (Taber & Blankemeyer, 2015).The result of career construction reflects the degree or state of the individual's relative adaptation in the career stage, and the evaluation index varies with the object. For example, college graduates find a satisfactory job (Guan et al., 2013, 2014b), employees of enterprises have significant subjective feelings of career success (Tolentino et al., 2013) or work pressure slightly lower than peers (Johnston et al., 2013) and so on. In short, this model provides a framework for testing the theory of career construction and also triggers a series of new research and exploration of occupational behavior (Maggiori, Rossier, & Savickas, 2015).

Variable career theory

In a traditional career, an individual may be employed for life by one or a few organizations, organized by machinery. A stable, efficient and orderly command and control system establishes "employment security" relations between employers and employees, and establishes career ladder within the organization according to professional functional departments and hierarchical structure (Sommers & Eck, 1977).Through relational psychological contracts, employees exchange their loyalty for long-term or lifelong employment (Hall & Moss, 1998; Rousseau, 1995; Sullivan & Baruch, 2009), therefore, the career arranged by the organization is the best career choice for individuals. However, the fundamental opposition between the interests of employers and employees in enterprises makes organizational design often unable to take into account the career development needs of employees. With the increasingly intensified market competition and financial crisis in western society, layoffs and unemployment have become capricious, and the career development orientation of employees needs to break conventional rules (Hall, 1976; Arthur, 1994).In 1976, Hall proposed a completely different "protean" career development trend for the first time in the last chapter of his book Career in Organizations, believing that individuals may adopt a protean career view in the future to cope with the rapidly changing environment (Hall, 1976).As the opposite of organizational career development (Inkon, 2006), the concept of variable career development holds that individuals rather than organizations are responsible for career development, and individual core values and self-recognition determine the development direction and behavior of career. The standard of success in the workplace should be the subjective psychological feeling of career success (Hall, 1996, 2002, 2004).The variable career theory unifies individual career choice with self-career pursuit, and reflects career achievement as internal and subjective career satisfaction experience rather than external representation such as vertical promotion or salary increase.The psychological contract of changeable career development concept emphasizes the employability of employees. Employment security commitment becomes less valued as the organization weakens in personal career planning. Rousseau(1995) even captured the signs of the change of the employment contract between labor and capital from long-term relationship to short-term variable work arrangement in advance. Career mobility model presents a new trend of mobility between different departments within the same organization, or even between different organizations and different majors, because career development path no longer depends on the organization and invariable fixed routines, but continuous learning, self-value-driven, personalized and groping forward between opportunities and challenges. Career success and development are more dependent on various relationships and personal accumulation of work experience. Higgins(2001) found in his research on the impact of interpersonal network on volatile career that career mentor, as an important social relationship resource, could even outperform psychological indicators such as confidence in predicting employment status and job change tendency in the workplace.

Research Methodology

On the basis of theoretical framework and logical derivation, this paper uses two complex quantitative analysis methods to explore the antecedent variables, aftereffect variables and their mechanism of career adaptation, and to investigate the impact of career adaptation as individual social psychological capital in the process of career construction of employees.

Finding and Conclusion

This paper mainly draws the following conclusions:

1. Self-career management is the intrinsic motive force for the accumulation of career adaptive capital of enterprise employees. According to the theory of career building resilience psychological capital accumulation is the most significant impetus has come from the subjective aspect, the development of individual career management attitude shows a kind of self oriented, actively explore and integrate environmental conditions state of psychological preparation, largely effective individual decisions in the face of the external environment change and self-adaptation ability level changes. Self-career management reflects that under the background of changeable career, individuals have active career planning, exploration, self-

adjustment of psychological capital level and positive coping behavior tendency subjectively, which is the most important internal motivation to predict the development level of career adaptability of employees.

2. Career adaptation plays a mediating role in the relationship between career management and career growth. According to the individual adaptation model of career construction, self-career management attitude is the adaptive motivation, adaptability mainly reflects the advantage of social psychological capital, career commitment is the active self-adaptation behavior, and career satisfaction reflects the relative adaptive result of "matching" between human and environment. Through the chain mediating effect of career adaptation, enterprise employees have realized the complete causal relationship between motivation, ability, behavior and result in individual career construction.

3. Organizational career support moderates the positive psychological capital effect of career adaptation and wins employees' organizational commitment and job performance for enterprises. According to the theories of career construction (Savickas, 2013), social exchange (Blau, 2012) and cognitive evaluation (Deci & Ryan, 2002), organizational support and assistance for employees' career development management, as a kind of "task-based or performance-based external incentive", provides a stimulating career development environment for employees. It releases positive and positive signals of ability recognition to the construction of personal career, is conducive to promoting a good exchange contract relationship between individuals and organizations, and helps employees to achieve their career growth goals by enhancing the role of internal motivation on adaptive psychological capital. Organizations provide effective help and management practices for members' career development, which can stimulate employees' identity and sense of belonging to the organization through individual career success, and retain talents for the enterprise through emotional connection (Guan et al., 2015b). Meanwhile, by improving individuals' emotional commitment to the organization, It is beneficial for employees to work hard voluntarily, get better performance, and achieve the organization's career development management goals and overall performance goals.

4. Under the background of changeable career, the career adaptability of employees is an important variable that integrates individual internal motivation and organizational environment conditions to achieve the fit between individuals and organizations. In other words, through the cultivation of adaptability, individuals can achieve career success and organizations can achieve higher work performance. Subjective occupational attitude determines the development level of individual adaptation, and its after-effect process is restricted by objective situational factors to a certain extent (Yousefi et al.,2011; Guan et al., 2016a), enterprises' attention to and effective management of employees' career adaptation training is conducive to helping individuals further match and adapt to the human-environment, so as to realize the win-win cooperation between self-career management and organizational career management

Recommendation

It is the key content of enterprise human resource management to pay attention to and strengthen the management of career adaptability. To effectively improve the level and effect of organizational career management is the best way to effectively solve the adaptability dilemma of employees in the Context of China. Due to the collectivist value orientation of Chinese people and the long-standing tradition of planned economy system, as long as the organization still shows basic sincerity and guarantee of career development, people are generally reluctant to leave the organization they have joined easily. Psychological capital of career resilience is not only conducive to creating successful career development experiences for individuals,Moreover, the enterprise's support and help for personal career development can help employees to adapt to the environment and psychological capital transfer.

When they are willing to trust and emotionally attach to their current employer, then they are likely to create more performance for the enterprise. Organizational career support can promote employees to achieve better job performance through the intermediary role of improving career adaptability, and there is no negative impact on employees' turnover intention. Guan et al. (2015b), by examining the role of enterprises as carriers of individual career development and objects of organizational management, proposed that self-career management attitude does not pose a substantial threat to organizational human capital management, but on the contrary, enterprises can create more performance for organizations through guidance and promotion. The research results show that although individual career construction process without intervention, there is a certain degree of "self-interest" result oriented, such as high professional commitment, and unstable organizational commitment of the relationship between human capital plays a very important role in the enterprise competition, under the current social economic development situation and trend of organization and management, Self-directed variable career characteristics has been overwhelming, organization and its fear of resilience resulting in the loss of high quality human capital cost, less active acceptance of employee career development intrinsic need, create favorable career development environment, increase the employees' perception of organizational career development support and organization carrier role, Thus, organizational performance can be enhanced by promoting individual career success and the overall goal of enterprise management and operation can be achieved.

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Ways To Improve The Level Of Financial Management In Colleges And Universities

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Abstract

The financial management of various colleges and universities must adapt to the leap-forward development of my country's higher education and urgently need to improve their own financial management level. Only in this way can they cope with the emerging new situations and new problems. The search for ways to improve the level of financial management in colleges and universities is the focus of the theoretical and practical circles, and it is also the main content of this article.

On the basis of summarizing the basic theories of financial management in colleges and universities, this article summarizes the characteristics of financial management in colleges and universities, and then uses a dichotomy to analyze the status quo and causes of financial management in colleges and universities; The practical problems of the university discussed the specific ways to improve the financial management level of colleges and universities from four aspects. One is to strengthen the budget management of colleges and universities; the second is to establish a financial indicator system for colleges and universities. It is advocated to apply the Wall proportion evaluation method and the fuzzy comprehensive evaluation method to the financial performance evaluation system of colleges and universities; the third is to focus on the quality and efficiency of economic decision-making in colleges and universities, and to improve the use of funds. The fourth is to adopt advanced management methods to implement the campus all-in-one card project. Provide practical conditions and guarantees for realizing the integration and standardization of university financial management.

Keywords: University Financial Administration,Financial Analysis, Schoolyard IC.

Introduction

Research Background

The establishment of the market economy and the deepening of the reform of the higher education system have led to a leapfrog development trend in the financial management of colleges and universities: the pattern of government funding as the main source of funding is being replaced by open and diversified forms of fund-raising; colleges and universities Diversified stakeholders have emerged inside; the initial establishment of the capital market has objectively created conditions for schools to revitalize funds. The old security-oriented financial management behavior has become less and less adaptable to the needs of the new situation, and objectively still needs it. Institutions of higher learning introduce financial mechanisms into financial management, so that the funds within the school can flow in an orderly and reasonable direction to maximize benefits under the conditions of unified settlement. As colleges and universities gradually move towards the market, their school-running benefits begin to be linked to their scale and quality. The effects of market economy elements in school-running systems and mechanisms have become increasingly obvious, with a significant increase in market share, and colleges and universities have become independent entities of interest. It should also be emphasized that in recent years, the state has regarded higher education as a reservoir for delaying employment, expanding domestic demand, and developing economic growth points, thus further promoting the great development of higher education. In addition to raising funds for higher education and lowering tuition fees, the state has given various preferential policies to mobilize social forces to support schools. Such as social scholarships invested by enterprises and units, sponsorship fees, etc. How to adapt to the requirements of the market economy system and changes in the financial management environment has become a problem that university management must pay attention to.

The various departments of social reproduction can be divided into enterprises, governments, non-profit organizations and welfare organizations according to their different functions; according to their different purposes, they can be divided into profit-making organizations and non-profit organizations. Generally speaking, for-profit organizations refer to enterprises, while non-profit organizations include the government and all public welfare organizations. Financial management in the usual sense is the study of the acquisition and management of corporate monetary resources, specifically, the study of corporate financing, planning, use, and distribution of funds, and corporate financial relationships related to financial activities, that is, financial management of profit-making organizations. Universities are non-profit organizations. Regarding the financial management of non-profit organizations, Western countries have formed a relatively independent discipline, but it is still a weak link in my country. Especially under the conditions of a socialist market economy, how non-profit organizations can operate effectively, both in theory and in practice are at the stage of exploration. Since my country's non-profit organizations mainly include government agencies at all levels, scientific research institutes, schools, hospitals, and the military, etc., compared with foreign non-profit organizations, no matter in terms of scope, funding sources, or funding management and use, There is a big difference. As a non-profit organization, how do colleges and universities under the conditions of a market economy establish an effective operating mechanism that is self-hosted by the society, relies on government funding, and raises education funds through multiple channels, self-development, and self-discipline, so that colleges and universities seek their own development while paying attention The overall planning of school-running funds and the improvement of the use of funds have transformed the financial work of colleges and universities from accounting-centric to management-centric, which has become an urgent problem to be solved.

Research Problems

Based on the orientation of foreign research in this field and the review of relevant domestic literature, this article proposes that university financial management must adapt to the leap-forward development of my country's higher education and must improve the financial management level of each university legal entity on the basis of summarization and evaluation. . Only in this way can we cope with new situations and new problems that continue to emerge. The search for ways to improve the financial management level of colleges and universities is the focus of the theoretical and practical circles, and it is also the main content of this article. On the premise of analyzing the status quo of financial management in colleges and universities, in view of the problems existing in financial management in colleges and universities, the author mainly discusses the ways to improve the level of financial management in colleges and universities from the following aspects. The first is to strengthen budget preparation and execution management, and strictly control expenditures. Second, in view of the limitations of the current financial analysis, reforms are proposed from six aspects, and the "Wall Proportion Method" and "Fuzzy Comprehensive Evaluation Method" used to evaluate the performance of enterprises are applied to colleges and universities, and the establishment of evaluation indicators and On the basis of the evaluation model, its feasibility and scientificity are demonstrated through case studies. The third is to focus on the quality and efficiency of economic decision-making in colleges and universities. Through the establishment of the power to restrict economic decision-making, the establishment of democratic decision-making systems and procedures, strengthen the scientific argumentation and feasibility research of decision-making, improve the decision-making structure, and improve the decision-making process. The linear programming model is applied to economic decision-making in order to play an effective role in assisting decision-making. The fourth is to implement the campus all-in-one card project. Use a scientific financial management model to straighten out economic behavior, standardize cost accounting, improve the effectiveness and transparency of education funds, and provide high-quality, convenient and fast services for teachers, students and staff, and create conditions for the integration of financial management.

Objective of the study

The goal of college financial management depends on the overall goal of the school. Colleges and universities are the centers of scientific research and the cradle of cultivating talents. The goal of colleges and universities is to invest and use lower human, financial and material resources to cultivate more and better talents for the society and provide more scientific research results. my country's economic construction services. Therefore, the goals of college financial management should be consistent with the goals of colleges and universities, and directly reflect the basic characteristics of financial management. The purpose of financial management in colleges and universities can be summarized as follows: in accordance with the principles of financial management, complete the tasks of financial management, and then complete the overall goal and total demand of colleges and universities to train qualified talents in national demand.

Ensuring the normalization of the financial status of colleges and universities is the basic goal of college financial management.

A university is a legal entity that is self-sponsored by the society. In order to fulfill the responsibilities of teaching and educating people and fulfilling the tasks that education must serve for socialist modernization, colleges and universities must have a stable source of funding. These funding sources include: financial appropriations as the main channel, education fees, school-run industries, social donations, etc. As an auxiliary channel. In addition, there are loans and payables and temporary collections of various forests that occurred in the course of economic transactions. These funds are used in various aspects: the purchase and construction of houses, buildings, equipment, books, etc. for educational work, the storage of special materials for educational work, low-value consumables, teaching materials, books, stationery and office supplies, etc. The various loans, receivables and temporary payments and reserves that occur in the course of economic transactions are monetary funds and securities used to maintain daily teaching activities. Therefore, the financial management of colleges and universities must strive to maintain the ability to offset payments and repay due debts so that they can survive in a long-term and stable manner. It is necessary to survive in development, continue to expand income, raise funds needed for the development of universities, and use funds rationally and effectively to solve the increasing demand for education funding from the growing education of universities and the slow growth of education funding for education. Reduce the contradiction between the supply, and achieve the basic goal of maintaining the best cash flow and ensuring the normalization of the financial situation.

The industrialization of higher education is to transform the current higher education system, appropriately introduce market mechanisms, and form a new system of government macro-control, market micro-guidance, university self-sponsored education, and extensive social participation to adapt it to the needs of the development of the socialist market economy. Market economy operation. This requires universities' financial management to update their concepts and completely get rid of the fixed mindset of planned economy. They must not be limited to the management goal of ensuring the normalization of financial conditions. They must focus on maximizing investment returns, that is, investing the least amount of money to cultivate qualified at all levels. This is because: First of all, the core of the industrialization of higher education is to introduce market mechanisms, push universities to the market, and let the market mechanisms play a leading and basic role in the allocation of higher education resources. We must overcome the long-standing thinking of “waiting, relying on, and wanting” the country, overcoming the phenomenon of idle assets and wasting a large amount of funds, enhancing the concept of efficiency, striving to improve the quality of personnel training, reducing training costs, focusing on self-accumulation, and continuously improving self-development. Economic strength. Second, the market economy is essentially an economy full of competition and risk in acquiring resources, reducing costs, improving quality, and pursuing profits. As an industry, colleges and universities consume materialized labor and living labor in the process of personnel training, just like the material production sector. In order to ensure the normal progress of teaching activities, it is necessary to calculate the value of materialized labor and living labor expended, calculate the cost of higher education, and use it as the basis for value compensation.

After entering the market, colleges and universities will become independent market players. They need to operate independently, be responsible for their own profits and losses, and develop themselves. There will inevitably be competition between colleges and universities, and between colleges and related industries. Colleges and universities must raise funds through multiple channels, strengthen their own "blood-making" function, and enable their own development to enter a virtuous circle. In short, in a market economy, there is no free use of funds. Every source of funds has its cost. Every asset is an investment, and a return must be obtained from it. Colleges and universities must strengthen the concept of cost and benefit in financial management, assess and evaluate the benefits of each investment, continuously introduce competition mechanisms, deepen internal reforms, strengthen cost accounting, implement paid use of school resources, and continuously enhance self-development Strength to maximize investment benefits.

The management objective of “maximizing investment benefits” takes into account the time value of funds and the value of investment risk, which is conducive to the overall arrangement of long-term and short-term planning, reasonable selection of investment plans, effective fund raising, and reasonable formulation of distribution policies. This objective reflects The requirement for the preservation and appreciation of the assets of colleges and universities is conducive to overcoming one-sided and short-term behaviors in management, and also conducive to the rational allocation of resources, which is conducive to maximizing social benefits.

Scope of the study

To meet the needs of the development of the socialist market economy, the financial management mechanism of colleges and universities must be transformed to a benefit-oriented, which requires the financial departments of colleges and universities to reform the current service structure. The concept of financial management has changed, and the management method has changed from extensive to efficient; secondly, the traditional practice of focusing on post-accounting and reimbursement should be changed. While providing accounting information, the accounting information should be reprocessed to use accurate, useful and timely financial Information serves for the professional construction and transformation of colleges and universities, serves for the introduction of high-tech talents, the exchange of academic achievements, and the training of students at school, enhances its pertinence to the prior management of colleges and universities, and contributes to the effective operation of colleges' incentive and restraint mechanisms. Role; thirdly, to improve the passive service status for the economic decision-making behavior of senior leaders, apply scientific methods, standardize cost accounting, give full play to the function of financial management to assist decision-making, and improve the effectiveness and transparency of educational funds; fourth, reform management methods and implement campus The all-in-one card project creates conditions for the integration and standardization of financial management, and truly has the dual effects of management and education and service education. All kinds of colleges and universities should improve their own financial management level through the above-mentioned methods, and only in this way can they cope with the emerging new situations and new problems. And in-depth exploration of ways to improve the financial management level of colleges and universities.

Research Significance

Exploring ways to improve the financial management level of colleges and universities is to meet the objective needs of the rapid development of colleges and universities under the conditions of the socialist market economy. Today is an era in which knowledge promotes economic development. Countries around the world compete fiercely for talents. If this is not the case, it will be difficult for a country's economy to gain a firm foothold on the road of development. Since my country's reform and opening up, especially in the past 10 years, economic growth has been at the forefront of the world. One of the most important reasons is the benefits gained from improving the work of the science, technology, and education sectors. In particular, the year-by-year implementation of the national policy of expanding the enrollment scale of colleges and universities will definitely play an important role in improving the overall quality of the Chinese nation, thereby promoting the development of the Chinese nation in the new century. The management of colleges and universities is a systematic project, involving all-round management such as teaching management, scientific research management, and logistics management. And financial management is an important foundation in the management system of colleges and universities. The level of financial management of colleges and universities directly affects the development of the entire college education. Because the market economy has closely linked the economic activities of colleges and universities with society. In the face of market competition and challenges, colleges and universities must adapt to the needs of modern development and promote the healthy development of higher education. They must focus on the ways of making money, using money, and gathering money, and change the current financial management methods.

To explore ways to improve the financial management level of colleges and universities is an urgent need to speed up the development of colleges and universities. Higher education financial work is to complete the higher education career plan and promote the development of higher education. The way to improve the financial management of higher education should be based on promoting the development of higher education. In reality, the financial management behavior of higher education is passive in the economic decision-making of senior leaders. service status.

Discussing how to improve the level of financial management in colleges and universities is a concrete reflection on the practical problems of financial management in colleges and universities, and it is a necessary measure to improve management efficiency. In order to improve the quality of talent training, universities must use limited funds to improve the efficiency of the use of funds, reduce the loss and waste of funds, and to achieve this goal, they should focus on improving the status quo of financial management in universities and strengthen budgets. Management and strict control of expenditures start; and then give full play to the financial analysis function of colleges and universities, enhance the pertinence of budget management, and serve the performance evaluation of colleges and universities. At the same time, it is necessary to pay attention to the quality and benefits of economic decision-making in colleges and universities, give full play to the auxiliary decision-making function of financial management, exercise restraint and supervision on decision-makers, link decision-makers with risk, return, and responsibility, and prevent short-term decision-making behaviors that are eager for success and quick success; Colleges and universities with conditions should implement the campus all-in-one card project as soon as possible to create favorable conditions for the realization of an integrated system of financial management in colleges and universities.

Theoretical framework

The first part, mainly introduces the basic theory of college financial management and the particularity of college financial management. Analyze the changes in the financial management environment of colleges and universities under the conditions of the market economy, and summarize the principles, tasks, goals, and content of financial management of colleges and universities in accordance with the "Finance System of Colleges and Universities" and related laws and regulations.

The second part, on the basis of the first part summarizes the financial management theory of colleges and universities, through the analysis of the current situation of college financial management, summarizes the achievements and existing problems of college financial management, and analyzes the causes of the existing problems analyze.

The third part puts forward specific improvement measures and suggestions for the problems in the financial management process of colleges and universities, including getting out of the misunderstandings of college budget management, earnestly understanding the importance of budget management, and choosing scientific budgeting methods , Carry out strict control and scientific analysis of the execution process of the budget; put forward some reform ideas for the existing problems in the current financial analysis, apply the Wall weighting method to the financial performance evaluation of colleges and universities, and aim at the practical effect of the Wall weighting method Using the limitations in application, it is proposed that fuzzy comprehensive evaluation can be used to evaluate and analyze the operating performance of universities as supplements and adjustments; Pay attention to the quality and efficiency of university economic decision-making, improve the efficiency of capital use, and apply linear programming methods to assist university economic decision-making; Implement the campus all-in-one card project, improve financial management methods, and provide conditions and guarantees for the integration of financial management in colleges and universities.

Hypotheses

As a kind of non-profit organization, colleges and universities are fundamentally different from enterprises in that the main purpose of their business operations is not to make profits. Compared with corporate financial management, colleges and universities have dual goals, namely, maximizing social benefits and taking into account micro-benefits and other The source of funds is relatively stable, educational expenditure and income are asymmetry, human capital is the focus of financial management in colleges and universities, and the behavior of running scholars is intertwined with government behavior.

The current financial environment of colleges and universities is complicated and changing rapidly. It is important to understand the conditions and development trends of the financial management environment of colleges and universities, grasp the favorable and unfavorable conditions of financial activities, and improve the adaptability, adaptability and utilization of financial work to the environment. significance.

The specific ways to improve the financial management level of colleges and universities should be cut in from four aspects: strengthen budget management and strictly control expenditures; establish a financial index evaluation system to give full play to the financial analysis function; pay attention to the quality and efficiency of economic decision-making; adopt advanced management methods to implement campus All-in-one card and so on.

Literatures Review

Peel, General, Salmasi, Sorostan, & Clark (2013) mi pointed out that the main bottleneck in the development of universities is the limitation of financial management. The quality of financial management directly affects the survival of universities. Finance is an unavoidable issue for colleges and universities, and loopholes in financial management will directly affect the operational effects of colleges and universities.

Financial management is not only capital management, but also includes cost control, financial staff skills, financial information, and many other aspects.

The main point of view of Vietnam General Statistics office (2007) is: colleges and universities have unique characteristics. On this basis, colleges and universities mainly have a lack of internal cost control systems in financial management, poor financing channels, poor basic accounting work, and Various problems such as the backward construction of financial management informatization. This requires the establishment of a legal system to create a good policy and service environment for colleges and universities, innovate the financial system, pay attention to the cultivation of financial innovation talents, and take effective measures for employees.

In China, in response to the problems in the financial management of colleges and universities, Qu Yan said: "The source of funds for colleges and universities is no longer limited to a single government appropriation, but to maximize their own advantages through a wide range of channels such as social donations, alumni donations, loans, etc. Raise funds to form a social pattern of running schools through multiple channels. With the increase in funding sources, colleges and universities must not only fulfill the task of fostering people with high quality and quantity, but also play the service function of serving teachers and students, and also do a good job of financial management. Management functions.

The principals and deans of the legal representatives of the two-level financial management of colleges and universities, some are not proficient in financial management, nor are they good at them, and cannot play the role of college financial management in a scientific and efficient manner. Financial management concepts are not strong, cost management concepts are vague, and cost control awareness Indifferent, waste of funds occurs from time to time in the process of financial management operations. Therefore, legal representatives with unprofessional backgrounds tend to pay attention to short-term financial expenditures while ignoring the long-term development goals of President Gao when performing financial management; traditional management methods are solidified and informatization is not fully utilized, leading to excessive labor costs; financial risks There is a lack of awareness of prevention. During the reform of enterprises and institutions, some new problems may arise in the operation of colleges and universities. To reduce the probability of occurrence of risks, we must take precautions in advance.

Research Methodology

On the basis of summarizing the basic theories of financial management in colleges and universities, it summarizes the characteristics of financial management in colleges and universities, and then uses the dichotomy to analyze the current situation and causes of financial management in colleges and universities. In the process of exploring ways to improve the financial management of colleges and universities, mathematical models such as Wall weighting method, fuzzy comprehensive evaluation method, linear programming are used:

the method of mathematical statistics is used to statistically analyze and process data to obtain analysis and budget results , And through the establishment of an index system, select examples of methods to illustrate its application and operation in the actual process. In addition, by comparing the use of modern methods in the United States, Britain, South Korea, and China, it puts forward the assumption that colleges and universities can implement the all-in-one card as soon as possible and issues that should be paid attention to.

Finding and Conclusion

With the introduction of market mechanisms, colleges and universities have become a special subject in my country's market economy. The financial environment, financial status, financial functions, financial concepts, and financial mechanisms of colleges and universities are undergoing fundamental changes. How colleges and universities actively recognize and adapt to this change and strive to improve the efficiency of education investment is a financial strategic issue that college administrators must consider.

There are still many problems in the financial management of colleges and universities in our country, including the serious loss of office funds in the use of funds, daily expenditures competing for funds, business entertainment expenses exceeding the standard, deviations in income generation, and serious capital losses caused by the circulation of off-book funds, economic disorder, and income distribution Injustice, unhealthy trends, and corruption are prevalent.

Recommendation

With the continuous improvement and development of university economic system reform, budget management has become the core of university financial management. Strengthening the budget management of colleges and universities is to save funds as much as possible, to scientifically refine budget preparation, to focus on legal and scientific financial management, and to improve the level of budget management and the efficiency of capital use. Strengthening the budget management of colleges and universities can start from the following four aspects:

The first is to change the concept and get out of the misunderstanding of university budget management.

The second is to choose a scientific budgeting method.

The third is to strengthen budget implementation management and strictly control expenditures.

The fourth is to strengthen budget analysis and actively monitor the execution of the budget.

Financial analysis is a systematic system. Although the current analysis methods and analysis content have certain limitations, it is unrealistic to make the reform in place in one step. It must be carried out step by step, step by step, and gradually improved. At present, the following aspects can be taken make changes:

1. Establish a financial performance evaluation system for colleges and universities. Through a series of methods such as the analysis of the source of funding structure, the structure of expenditures per student, the

analysis of investment benefits, and the analysis of the effect of asset use, it reflects the financial management level and school-running benefits of colleges and universities [door]. The last two sections of this chapter will focus on the application of Wall weighting evaluation method and fuzzy evaluation method in college financial performance evaluation.

2. Analyze segment information. Nowadays, the source of funding for universities has changed from a single financial appropriation to multi-channel funding, and economic activities are diversified, such as: foreign investment, bank loans, the establishment of school enterprises, the socialization of logistics, etc. These activities are all given to schools. Development has an impact, so analysis of segment information should be carried out.

3. Increase the report content to make the analysis more comprehensive. In the future, colleges and universities should add intangible assets analysis table, budget index and actual expenditure analysis table, foreign investment benefit analysis table, human resources analysis table, fixed assets analysis table, and scientific research expenditure income and expenditure. Situation analysis table, etc.

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Research on the Ideological and Political Construction of University Courses

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Abstract

Curriculum ideological and political is aimed at cultivating talents for the country,and integrating moral education into the link of educating people.It is an important way of educating people in strengthening ideological and political education in colleges and universities.Nowadays,colleges and universities have implemented curriculum ideology and politics in professional courses,using classroom teaching to explore ideological and political elements in professional courses.However,curriculum ideology and politics still face many problems in the implementation of professional courses in classroom teaching.Therefore,we must actively Exploring the implementation of classroom teaching of professional courses in colleges and universities under the ideological and political concepts of courses has important guiding significance for the effective training of quality and skill-based talents.This article first discusses the connotation and theoretical basis of curriculum ideology and politics.Starting from the ideological and political construction of professional courses in colleges and universities,through questionnaire surveys of college teachers and students and interviews with professional teachers,it analyzes the current situation and problems in the implementation of curriculum ideology and politics in college professional courses.And the cause.In view of the existing problems,it starts with the basic elements of the two professional courses ideological and political education,teachers and curriculum teaching,and explores the effective countermeasures for the implementation of the ideological and political courses in the professional classroom teaching of colleges and universities. Thought and Political Education Plan: First,enhance the educational structure related to the basic higher education "Thought and Political Course".Third,optimize the "ideal politics" security system.In-depth research on the ideological and political construction of professional courses is conducive to giving full play to the role of professional courses in cultivating people and promoting the implementation of curriculum ideological and political reforms,which is conducive to achieving the goal of colleges and universities to train builders and successors for the cause of socialism with Chinese characteristics.

Keywords: Colleges,Curriculum Ideology,Professional courses,Classroom teaching

Introduction

Research Background

In 2016,the National Conference on Ideological and Political Work in Colleges and Universities was held,which provided new ideas for reforming ideological and political education in colleges and universities.In 2017, ideological and political education was formally put forward in the "Opinions on Deepening the Reform of Educational System and Mechanism" and became a research hotspot. In 2020, the Ministry of Education issued the "Guiding Outline for Curriculum Ideological and Political Construction in Higher Education Institutions" to provide comprehensive elaboration and guidance on curriculum ideological and political construction.Curriculum ideology and politics permeate into all courses and form a synergy with ideological and political systems, subtly improve the ideological and political level of school students,and give play to the education ability of colleges and universities.This is the fundamental task of fulfilling morality and fostering people, and it is also the realization of three perfections—an essential way of educating people (Wang & Shi, 2020). The training goal of colleges is to train high-quality skilled workers. Therefore, in the process of talent training, colleges should not only focus on skills training but also conduct moral education and integrate them into the professional courses of higher vocational education. The ideological and political elements form a synergy with the ideological and political systems, which can be more accepted and absorbed by students and achieve better teaching effects.

Research Problem

What is the curriculum ideology?

What is the relationship between curriculum ideological and political and ideological and political courses?

What is the current ideological and political situation of professional courses in colleges?

What are the problems in implementing curriculum ideology and politics in the classroom teaching of professional courses in colleges?

How to effectively integrate ideology and politics into the implementation process of professional courses in colleges?

Objective of the study

In recent years,national documents and policies have paid more attention to the synergistic effect of professional curriculum ideological and political courses and ideological and political courses. However, in recent years, the research of expert and scholar papers has used chiefly a professional discipline as the research object to explore the implementation path of curriculum ideological and political. The range is smaller. This article selects the classroom teaching of professional courses in colleges as the research object. It focuses on the question of "how to effectively implement curriculum ideology in the classroom teaching of professional courses in colleges.Through questionnaire surveys and interviews,it is proposed to be suitable for colleges. The effective countermeasures for implementing curriculum ideological and political in the classroom teaching of professional courses provide specific research value for promoting curriculum ideological and political construction.

Scope of the study

This article starts with the implementation of classroom teaching of professional courses in colleges,and studies the construction of ideological and political courses based on the two basic elements of professional courses, teachers and curriculum teaching. The curriculum ideological and political concept in this article is defined as the concept of educating people based on the basic education pattern of establishing a morality, using professional courses in colleges as a carrier of education,and integrating ideological and political elements into the teaching activities of introductory courses in higher vocational majors. The concept of classroom teaching implementation in this article is based on the ideological and political concept of curriculum, combining the academic conditions of colleges and the teaching objectives of professional introductory courses, through optimizing the teaching environment and enhancing teachers' awareness of educating people, and completing the specific process of classroom teaching and educating tasks.

Research Significance

Theoretical significance: General Secretary Xi emphasized, “Our colleges and universities are colleges and universities under the leadership of the Party and socialist colleges with Chinese characteristics.The fundamental direction of the curriculum.” The essence of curriculum ideological and political education is to integrate ideological and political education into all aspects of curriculum teaching to achieve the goal of comprehensive education and moral cultivation. By studying the relevant connotation of professional curriculum ideology and politics, this paper clarifies the concepts and essential elements of professional curriculum ideology and politics. The theoretical research content and direction of professional curriculum ideology and politics are more apparent.Provide an academic reference for professional courses ideological and political for teachers of various professional courses.

Practical significance: After studying the problems and countermeasures in implementing curriculum ideological and political in professional classroom teaching in colleges,we can understand the concept of curriculum ideological and political construction and better use and develop curriculum ideological and political concepts. Give full play to the critical role and educational effect of classroom teaching in the process of ideological and political education of college students,deeply explore ideological and political education resources of various courses,strengthen ideological and political education in the process of imparting professional knowledge, and enable students to learn scientific and cultural understanding.,to enhance consciously ideological and moral cultivation,raise political awareness,and at the same time carry out in-depth education on the establishment of a correct outlook on life and values,and strive to cultivate qualified builders and reliable successors of socialism with Chinese characteristics with comprehensive development of moral, intellectual, physical, and artistic.

Theoretical framework

Marx pointed out that the connotation of human's overall development mainly includes human labor activities,labor ability, social relations,accessible personality, and the overall development of human beings as a whole. He believes that the overall development of people is the improvement of the overall quality of national citizens and the joint development of the entire society. At the same time,he attaches great importance to the role of education in the overall development of people in all aspects. Curriculum ideological and political is guided by the basic Marxist standpoints and methods to teach students about Marxist theories and the results of their sinicization. The essential goal is to train students to become modern professionals with comprehensive development.

General Secretary Xi Jinping pointed out: “We must make good use of the main channel of classroom teaching. Ideological and political theory courses must be strengthened during improvement. The affinity and pertinence of ideological and political education must be enhanced to meet the needs and expectations of students’ growth and development. All other courses must be followed. A good section of the channel and a good field of responsibility,so that various courses and ideological and political theory courses are in the same direction, and form a synergistic effect" (Gao & Zong, 2017). Ideological and political work are penetrated the professional system,teaching material system. Management mechanism system and the courses are taught based on knowledge, guiding students to transform the knowledge and skills they have learned into internal literacy, and focusing on the integration of students' personal development with social development and national development, is a breakthrough and a new starting point for colleges and universities to build talents.

General Secretary Xi Jinping emphasized that to run socialist colleges and universities with Chinese characteristics, we must adhere to the guidance of Marxist theory, persist in cultivating morality, and put the ideological and political education and core value education of college students in a prominent position."Curriculum ideological and political" is an innovation of educational thinking in the new era. It has solved the undesirable situation of the significant separation of ideological and political courses and professional courses in colleges and universities in practice, realizing a new pattern of three-dimensional education and cultivating better talents for the country.

Hypothesis

First, after improving the ideological and political-related teaching construction of professional courses,the elements of curriculum education are effectively presented through classroom teaching. The romantic and political effects of professional courses are strengthened to realize the advantages of curriculum education.Second, if we enhance the construction of experienced systems teachers in colleges, professional course teachers can improve their ideology, and their ideological and political teaching ability will be improved. Third, if the ideological and political guarantee system for professional courses in colleges is optimized, the guarantee system includes an institutional guarantee, evaluation system guarantee, and teaching environment, etc., the construction of ideological and political courses in the teaching of basic professional techniques will be effectively promoted.

Literatures Review

The Concept and Connotation of Curriculum Ideological and Political

Defining the concept and connotation of curriculum ideological and political is the premise and foundation of research. Many researchers have conducted specific analyses and research on the idea of curriculum ideological and political. Gao Deyi and Zong Aidong believe that the essence of curriculum ideology and politics is a curriculum concept,which should be applied to all courses,including professional practices,to achieve a full range of educational ideas (Gao & Zong, 2017). Wang Haiwei and Wang Bocheng pointed out that curriculum ideology and politics are centered on ideological and political courses. Other methods such as professional courses infiltrate ideological and political elements to varying degrees,cultivating and conveying ideas and values (Wang, 2018). Liu Jianjun pointed out that curriculum ideology is the ideological and political education for college students based on the classroom teaching of professional courses,and it is the primary channel for educating people in colleges and universities (Liu, 2020). Wang Xuejian and Shi Yan believe that curriculum ideology integrates ideological and political education elements into various courses (Wang & Shi, 2020). It has a subtle impact on students' ideology, behavior, and behavior. At this stage,researchers generally believe that "curriculum ideology" is a new and comprehensive curriculum concept. Under its guidance, various professional courses can achieve the goal of curriculum education.

The relationship between ideological and political courses and ideological and political courses

There are a lot of studies on curriculum ideology and politics related to the principle of the relationship between ideological and political courses and curriculum ideological and political, and research is carried out on the conversion of ideological and political systems to curriculum ideological and political. Some researchers have studied the importance,necessity, and value of curriculum ideology and politics to understand curriculum ideology and politics better. Gao Deyi and Zong Aidong start from the synergistic mechanism of manifesting ideological and political and implicit ideological and political, emphasizing the "leading dancer" role of ideological and political course value shaping and highlighting the educating function of all courses (Gao & Zong, 2017). Qiu Renfu pointed out that the ideological and political courses and the curriculum ideological and political are inherently related. We must make good use of the main channel of classroom teaching. Work together to build an ideological and political education system (Qiu, 2018). Dong Yong believes that in classroom teaching practice, knowledge transfer and moral education can be integrated. From the perspective of ideological and political education, ideological and political education and professional courses can be effectively combined,so explicit and implicit education can be realized through classroom teaching (Dong, 2018). The combination of sex education realizes the unity of valuable guidance and knowledge transfer.

The current situation and problems of the ideological and political construction of colleges

Experts and scholars pointed out the shortcomings of ideological and political theory courses and implementing curriculum education in professional courses. The reasons for these problems are mainly attributed to the teachers themselves, universities, society, etc. Aspects.He Heng believes that many colleges have weak curriculum construction foundations,repeated curriculum content,different quality of teaching materials,poor ideological and political effects of teaching,and obvious islanding of ideological and political courses (He,2017). Curriculum ideological and political concepts have not yet been deeply rooted in the hearts of the people. In teaching practice, professional teachers have not fundamentally changed the teaching model. Wang Shi and Tian Hongfang pointed out that the curriculum ideological and political construction of some colleges lacks the guarantee of the system and the spur of assessment and evaluation (Wang & Tian, 2018). "Curriculum ideological and political" may be reduced to a slogan-style college education reform movement and gradually abandoned by people. By developing ideological and political resources in various disciplines,the traditional ideological and political theory courses should be improved.The system and assessment should be established to realize the "curriculum ideological and political gradually." Lu Daokun pointed out that the most critical issues in the implementation of "curriculum ideological and political" include how to conduct ideological and political design in professional courses,how to improve the ideological and political education ability of experienced teachers,how to evaluate the effect of curriculum ideological and political implementation and how to deal with it (Lu, 2018). The relationship between ideological and political courses and ideological and political theory courses. Hu Hua pointed out that the "big ideological and political" pattern of the whole education process in some universities is not clear (Hu, 2019) .The ideological and political education resources of various courses have not been fully explored.

Countermeasures for the Implementation of Ideological and Political Construction of Professional Courses in colleges

Wang Haiwei pointed out that in professional courses in various fields,the implementation of curriculum ideological and political needs classification guidance. Professional courses "Curriculum Ideological and Political" should not only contribute to the realization of vocational education goals,but also reflect the characteristics of different types of colleges and universities,and carry out individualized curriculum ideological and political design according to the characteristics of college students of different kinds of colleges, highlighting the features of teaching students following their aptitude (Wang, 2018).

Yang Xueqin believes that higher education is an important part of education.Based on profoundly grasping the connotation, background, and concept of the "curriculum ideological and political" reform in colleges and understanding the actual school conditions,teaching conditions, and academic needs of the "curriculum ideological and political" reform in colleges, to promote higher vocational "Curriculum Ideological and Political effectively" was successfully implemented (Yang, 2019) .

Research Methodology

Literature research.According to the research theme of this article, through the research on the curriculum ideological and political connotation, the relationship between the ideological and political curriculum and the curriculum ideological and political, the current curriculum ideological and political construction in colleges The operability and implement ability of curriculum ideological and political development in introductory courses, and brief analysis of the current implementation path of curriculum ideological and political in colleges.

Questionnaire research method. To obtain honest feedback from teachers and students of colleges on the curriculum ideological and political teaching of professional introductory courses, to understand students' needs for integrating professional introductory courses into ideological and political education ,to understand experienced teachers' understanding of curriculum ideological and political education and the implementation of curriculum ideological and political education in classroom teaching Confused ,design a questionnaire, analyze and summarize the results of the questionnaire, and sort out the feasibility, existing problems and reasons of implementing curriculum ideology in professional introductory courses in colleges.

Interview method. To understand the attitudes and thoughts of professional course teachers on curriculum ideology and politics, interview questions were designed to obtain first-hand information of professional introductory course teaching from the perspective of teachers and to understand the current status and final effects of their curriculum ideology and politics.

Finding and Conclusion

The mission of colleges is to cultivate high-quality skilled talents. Therefore,not only professional teaching of professional teachers but also the implementation of the concept of "curriculum ideological and political" is needed to enable students to improve their thinking in professional classroom teaching and to realize the three truly

Full education situation.At present,the implementation of curriculum ideological and political concepts in the classroom teaching of college professional courses are still in the stage of exploration and practice.It is necessary to clarify the relationship between curriculum ideological and political and ideological and political systems,and ideological and political elements cannot be blindly added to professional courses.

This article uses literature research,questionnaire surveys, interviews,and other methods to study the ideological and political implementation of professional courses, hoping to provide specific theoretical and strategic support for promoting ideological and political systems in colleges.Classroom teaching in colleges and universities is a highly integrated value shaping,ability training,and knowledge transfer. First of all,starting from the connotation, we will deeply understand the concept and meaning of "curriculum ideology and politics." According to the current situation of implementing curriculum ideology and politics in professional course teaching in colleges, Identify critical issues from different perspectives, and promote the implementation and construction of "curriculum ideological and political" through effective countermeasures. In the process of implementing the concept of "Curriculum Ideological and Political" in colleges,it is necessary to strengthen the training of professional course teachers' ideological and political theory and practice based on their school-running characteristics and the characteristics of students and to improve the classroom teaching ability of ideological and political courses. In this process,various problems will be encountered. The school can form a corresponding teaching reform team,sum up experience from practice,seek more perfect implementation strategies,and continuously promote applying the concept of "curriculum ideological and political" in classroom teaching.

Recommendation

Due to the short period the educational concept of "Curriculum Ideology and Politics" has been put forward,the construction of "Curriculum Ideology and Politics" in colleges and universities is still in the exploratory stage. Whether it is in theoretical or practical guidance,there are relatively few reference materials provided for the writing of this article. This article focuses on the classroom teaching strategy for the implementation of "curriculum ideological and political" in colleges.However, colleges currently lack the feasibility evaluation of the performance of curriculum ideological and political conc epts, so the degree of the feasibility of the countermeasure part is not enough. Quantify.Curriculum ideological and political is a characteristic teaching concept of the new era.With the implementation in colleges and universities,there will be many problems.I hope that colleges can continue to explore the mode of curriculum ideological and political development from the future teaching practice to achieve high-quality Contribute to the cultivation of talents.

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A study on improving social service capacity of higher vocational colleges in Fujian Province under the perspective of "Double High-level Plan"

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Abstract

Based on the Priorities for 2019 ,the Department of Vocational and Adult Education of the Ministry of Education indicates that we launched the plan to develop high-level vocational schools and specialties with Chinese characteristics . We should combine supporting the strong with improving the overall security level in order to build a number of vocational schools that are inseparable from local areas, recognized by the industry, and exchangeable internationally. he Ministry of Education and the Ministry of Finance officially released the Opinions on Implementing the Construction Plan of High-level Vocational Schools and Majors with Chinese Characteristics, making arrangements for the implementation of the plan. Soon after that, 12 higher vocational colleges such as Quanzhou College Of Technology were selected as "Fujian Province High-level Vocational Colleges and Professional Construction Program Project Construction List", which is what we usually call "Double High-level Plan".

The purpose of this research is to examine the critical issue of enhancing social service capacity in the growth of higher vocational institutions in Fujian Province via the lens of "Double High-level Plan". This study includes literature research, survey research, and comparative research, with an emphasis on five areas: talent development, social development, technology research and development, resource sharing, and service consciousness. A questionnaire study was undertaken to ascertain the students' and faculty's perceptions of the fulfillment of social service functions at three higher vocational colleges in Fujian Province. The aforementioned studies were conducted to ascertain the root causes of social service problems at higher vocational colleges in Fujian Province, based on an analysis of the current state of social service capacity at higher vocational colleges in Fujian Province, and to encourage schools to reform talent training modes, innovate training modes, establish research and development platforms, pool resources, and improve service quality in line with societal needs. The purpose is to make valuable proposals for the development of social service capability at higher vocational institutions in Fujian Province and to offer impetus for vocational education's upward progress.

Keywords: "Double High-level Plan", Higher Vocational Colleges, Social Service Capacity

Introduction

Research Background

With the rapid development of economy and society, the state pays more and more attention to vocational education and has formulated a series of policies, especially emphasizing that higher vocational colleges should improve social service capacity. Under the State Council in 2019 the national vocational education reform plan of work points put forward to vigorously develop higher vocational education, higher vocational colleges should not only cultivate high-quality and highly skilled talents to serve regional social development, but also take enterprises, especially small, medium and micro enterprises, as the key service targets and help them with their At the same time, they should also continue to enhance lifelong learning services and community education service capacity. The momentum of Higher Vocational Colleges can be glimpsed as early as 2019 in Premier Li Keqiang's central government work report, in which we learn that Higher Vocational Colleges will expand by 1 million students. Under the call of this policy, more and more fresh high school graduates, farmers, laid-off workers and retired soldiers are entering higher vocational colleges, which gives new tasks and requirements for higher vocational colleges' social services, which is both an opportunity and a challenge. The Ministry of Education and other nine departments released the "Action Plan of Vocational Education for Quality and Excellence (2020-2023)" in 2020, which specifies that fair and quality vocational education with outstanding type characteristics is especially important, and higher vocational colleges should improve the quality of schooling, cultivate excellent talents, and continuously To add value to the country's education to give energy and accelerate the modernization process of vocational education. General Secretary Xi also pointed out clearly that vocational education will have "great potential". The "Double High-level Plan" of Fujian Province also clearly indicates that according to the requirements of the new era, it is necessary to focus on cultivating a number of high-quality vocational education institutions and professional clusters for vocational education itself, so that advanced vocational education can drive the development of modern vocational education in Fujian Province, guide the brand-new development of vocational education in Fujian Province, and enhance the social service capacity of higher vocational colleges in Fujian Province. The "Double High-level Plan" aims to develop a group of high-quality vocational education institutions and professional clusters, so that advanced vocational education can drive the development of modern vocational education in Fujian Province, guide the new development of vocational education in Fujian Province, and enhance the social service capacity of higher vocational colleges in Fujian Province, thus continuously promoting the construction of the new Fujian Province. The "Double High-level Plan" will enhance the recognition and status of higher vocational colleges students in the workplace in the future, and the positioning, recognition and expectation of vocational education at the national level will reach an unprecedented level, correcting the "inferiority" of vocational education. "This series of important strategies of the national and local governments have been implemented. The implementation of this series of important strategic initiatives by national and local governments has promoted the reform of vocational education, which has thus ushered in the spring and entered a new stage of high-quality development from focusing on outward expansion to focusing on internal improvement.

As a local government-run higher vocational colleges must stand on a new development starting point, and more actively empower the development of social services, which is not only the purpose and natural mission of higher vocational colleges themselves, but also the need for higher vocational colleges to be rooted in the local area and to obtain local support and develop themselves. This is not only the goal and natural mission of higher vocational colleges, but it is also a requirement for them to gain local support and thrive. It is critical to enhance the school's social service capacity in order to better serve society.

Fujian Province is located in China's southeast coastline region and has a moderately developed economy. In Fujian Province, higher vocational institutes have a long history of development. The creation of Fujian Shipbuilding College during the foreign affairs movement may be traced back to the beginning of higher vocational institutions in Fujian Province. It has ushered in the spring of reform and opening up, and now the development momentum is good, and it has ushered in the spring of vocational education, which has delivered a big number of skilled talents to the society and tremendously encouraged regional economic development (Song, 2011). However, problems with higher vocational education development are affecting the development of higher vocational colleges in Fujian Province, such as some higher vocational colleges lagging behind in establishing majors that do not fit well with the local economic development and industrial layout, and the goal of talent training is out of line with local reality and cannot meet the local talent demand. Some higher vocational institutions are unaware of their historical mission and regard economic progress as a "political achievement" of governments and businesses. Some higher technical colleges lack a thorough knowledge of their historical role, viewing economic development as a "political achievement" of the government and businesses, and refusing to execute the necessary social service functions. Higher vocational colleges' negative attitude, lack of connection with the local economy and community, and lack of support from the local government all have an impact on their long-term development. In light of this, the author conducted this study by conducting a questionnaire survey on teachers and students at three higher vocational colleges in Fujian Province, namely Liming Vocational University, Quanzhou Light Industry Vocational College, and Quanzhou Early Childhood Teacher's College, using a random sample to analyze the current problems and reasons of social services at higher vocational colleges in Fujian Province, and to propose targeted suggestions. The author examined the problems and causes of social services in higher vocational colleges in Fujian Province, and offered targeted suggestions and opinions to ensure that social services in higher vocational colleges in Fujian Province continue to develop in the right direction, that the guidance concept of vocational education in Fujian Province is continually rebuilt, and that practical experience in vocational education in Fujian Province is continually accumulated.

Research Problems

This paper analyzes the current situation of social services of higher vocational colleges in Fujian Province, analyzes the causes from five aspects: talent training, social training, technology research and development, resource sharing, and service awareness, and proposes countermeasures to improve the social services of higher vocational colleges in Fujian Province.

These three major parts are the core parts of this study, each part is composed of corresponding links, both interrelated and different from each other, each part is supporting the whole process of social services of higher vocational colleges in Fujian Province, together forming a relatively complete pattern and chain of educational issues, so as to have a comprehensive macroscopic understanding of social services of higher vocational colleges in Fujian Province, and on this basis, derive development countermeasures to enhance the social services capacity of higher vocational colleges in Fujian Province, and contribute to the high-quality development of Fujian Province. In order to have a comprehensive and macroscopic understanding of the social services of higher vocational colleges in Fujian Province, and on this basis, it can come up with development countermeasures to enhance the social services of higher vocational colleges in Fujian Province, and contribute to the high-quality development of higher vocational colleges in Fujian Province.

Objective of the study

The development of China's social economy also needs the enhancement of social service capacity of higher vocational colleges as its driving force, and the enhancement of social service capacity of higher vocational colleges is also an effective contribution to the development of higher vocational colleges themselves and the improvement of their social status. The purpose of this paper is to take advantage of the opportunity of institutional innovation brought by "Double High-level Plan", combine the existing research results, take Fujian Province as an example, learn from the advanced experience of Guangdong Province and other provinces in China, and combine the social service of higher vocational colleges with the practical experience of higher vocational colleges. The study will analyze the actual situation of the social service capacity of higher vocational colleges and explore the path to improve the social service capacity of higher vocational colleges.

Scope of the Study

Based on the background of "Double High-level Plan", and based on the higher requirements of the economic development strategy of Fujian Province for the social services of higher vocational colleges and the sustainable development needs of higher vocational colleges themselves, this paper specifically studies The study is based on the improvement of social service capacity of teachers and students in three "Double High-level Plan" colleges, namely, Liming Vocational University, Quanzhou College Of Technology and Quanzhou Preschool

Education College.

Research Significance

Theoretical significance:In this paper, the author selected 12 Double High institutions in Fujian Province, including Liming Vocational University and Quanzhou College Of Technology, as specific research objects to investigate their social service capacity. The study was conducted to deepen the understanding of Fujian higher vocational colleges on the task of "Double High-level Plan" construction, hoping to provide some theoretical reference for the study of social service enhancement of higher vocational colleges nationwide through the study of specific regions. It is hoped that the study in a specific region will provide some theoretical reference for the study of social service enhancement of higher vocational colleges nationwide. This study can enrich the theoretical system of vocational education to a certain extent and contribute to the research on the development of vocational education.

Practical significance:Enhancing social services is the basic duty and mission of higher vocational colleges, one of the important indicators to measure the quality and level of school operation, and a basic condition and basis for school survival and development. In this paper, taking higher vocational colleges in Fujian Province as an example, the author summarized the current situation and problems of social services of higher vocational colleges in Fujian Province and find out the countermeasures and suggestions to enhance the social service capacity of higher vocational colleges. On the one hand, it is important to accurately position the strategic policy of social service and establish the service consciousness, and on the other hand, it provides constructive suggestions and countermeasures for multiple subjects such as the government, social forces and higher vocational colleges to learn from, so as to help China's vocational higher vocational education establish connections with the community and the region, make the regional advantages into the advantages of vocational education, and realize The theoretical framework (For research).

Theoretical Framework

Under the perspective of "Double High-level Plan", through the analysis of the current vocational college social service in talent training, social training, technology research and development, resource sharing, service awareness of the existing problems,Study the countermeasures to enhance the social service ability of higher vocational colleges.

Hypotheses

It is hypothesized that the survey on the satisfaction of teachers and students in higher vocational colleges can reveal the real situation of the social service capacity of schools and the possible problems, and the countermeasures proposed in this study based on the empirical research results can improve the social service capacity of higher vocational colleges.

The findings of this study can help higher vocational colleges to improve their social service capacity and thus contribute to the development of the relevant regional economy and society.

Literatures Review

1. Current status of foreign research

The author had combed through the relevant literature at home and abroad and found that the current status of the relevant research is as follows: the social service function of higher vocational colleges has been studied in foreign countries for a long time, but the social service research literature on higher vocational colleges is relatively small. The main research findings are as follows.

Research on social functions of higher vocational colleges

At the end of the 18th century, the first North Carolina State University in the United States preached the need to focus on the interactive combination of school and regional development in addition to teaching and research, which became the germ of social service function of higher vocational colleges. The Morrill Act passed in 1862 laid the legal foundation for the social service of its higher vocational colleges, which stipulated that the main courses of the land-grant colleges need to be combined with the knowledge related to agriculture and mechanical processes in accordance with the relevant regulations, while the other disciplines and classical knowledge remain unchanged, so as to improve the level of competence of all classes to engage in occupations The social service function of American colleges and universities The establishment of the social service function of American colleges and universities really dates back to 1904, when President Hayes of the University of Wisconsin proposed that local colleges and universities should cultivate highly educated talents for the development of local economy. At the same time, they should actively participate in the decision-making of local government, guide the direction of local government's planning and layout, and become the 'think tank' of local government", so as to contribute to the local economic and social development (Ran, 2011).

Research on the relationship between universities and society

Scholars J.M. Minter and L.M. Thompson's "College and university: institutions of social change", R. Heyns' "University as a tool of social activities" and S.E. Luria's "The role of university: ivory tower, service station or frontier position" have all discussed the relationship between universities and society, clarifying some specific needs of society for universities. It also advocates and calls on universities to actively participate in social activities so as to effectively perform social service functions (Yu, 2017). Derek Bock also pointed out that university should be a legal entity, and its responsibility should not only be teaching and research, but also go out of the ivory tower, participate in social activities and take up social responsibilities.

2. Current status of domestic research in China

On the platform of China Knowledge Network, 326 articles on higher vocational colleges and social services can be retrieved. It was learned that the research on the enhancement of social service capacity of higher vocational colleges by domestic scholars started in 2008. The relevant data show that there were only 3 articles on social services of higher vocational colleges in 2008, and the number of such articles increased to 263 in 2019. The trend of research on social service capacity building of higher vocational colleges is growing, which is closely related to the increase of national attention to higher vocational education.

Research on the path of building social service capacity of higher vocational colleges in the context of "Double High-level Plan"

Many scholars have discussed how to improve social service capacity in the context of "Double High-level Plan" as a key issue for the development of higher vocational colleges. Liu)2021(points out that the social service capacity of domestic higher vocational colleges still has problems such as insufficient investment in social training funds and low cultivation of social training teachers, and should be improved from the aspects of consolidating the capital elements of higher vocational colleges, strengthening the service concept and building a long-term cooperation mechanism between schools and enterprises. The social service capacity of higher vocational colleges should be effectively improved in terms of consolidating the capital elements of higher vocational colleges, strengthening the service concept and building long-term cooperation mechanism between schools and enterprises. Gao)2021 (points out that higher vocational colleges, as an important place for stable output of talents, social service is one of the important functions, which can effectively improve the professionalism of students and teachers of higher vocational colleges, provide more comprehensive talents for the society and contribute to the development of economy and society. great power to the development of economy and society. Wu(2020) pointed out that it is the most important task of higher vocational colleges to connect with the industrial chain and serve China's industrial revitalization strategy; to lead in science and technology innovation and help "Made in China" and industrial upgrading; to broaden the international vision and contribute "Chinese solutions" to the international vocational education development. Vocational colleges are the key to improve social service capacity. The social service mode should be actively explored and innovated from the aspects of talent training service, international cooperation, training service, technical service and counterpart assistance to give full play to the social service function of higher vocational colleges.

Research on the problems and countermeasures of social service construction of higher vocational colleges

Hao et al.) 2020(point out that there are some problems in social service of higher vocational colleges: the starting point of social service is late, the overall service level is not enough, the awareness of social service is weak, the connotation of social service is not clear, the level of social service is uneven, the mechanism of social service is not perfect, etc. The scholar points out that in order to improve the social services of higher vocational colleges, it is necessary to: constantly consolidate the teaching reform measures in social services, and build high-quality resources; the management needs to be standardized, and the school governance capacity needs to be effectively improved; in this way, higher vocational colleges can serve the community and form a good relationship between higher vocational colleges and the community. vocational colleges and the community; and to strengthen the social service capacity building through the following six aspects: having the concept of vocational education, classifying and running education, analyzing national documents, implementing relevant national vocational education strategies, and integrating teaching, research and service as one. Zhang and Wang et al. (2017) pointed out that the social services of higher vocational colleges have the problems of uneven distribution of "service areas", insufficient level of social services, large gap between institutions, and imperfect system of social services. Therefore, the government should build a good platform to enhance the social service awareness and ability of institutions with weak social service capability, and higher vocational colleges should continuously improve the internal service system so as to enhance the social service capability and level of higher vocational colleges.

Research on the components of social service capacity of higher vocational colleges

According to Liu (2014) local higher vocational colleges constitute five basic components of service capacity: human resources, facilities, equipment and tools, time and customer participation, among which people are the key capacity elements, and the level of faculty in local higher vocational colleges plays a crucial role in the improvement of social service capacity. The faculty level of local higher vocational colleges plays a crucial role in the enhancement of social service capacity. Then, the social service capacity of local higher vocational colleges is improved by solving five problems, such as imbalance of faculty structure and limited service quality; heavy teaching tasks and limited service energy; bottom of social recognition and limited service opportunities; uneven research development and limited service field; and lack of service mechanism and limited service action. Wu (2016) on the other hand, pointed out that in the internal view, the social service capacity of higher vocational colleges is manifested in the dovetailing professional construction, effective talent training mode, adaptive faculty, quality condition measures, and innovative institutional mechanism. Externally, the social service capability of higher vocational colleges is mainly manifested in the profound regional industrial development, the ability to serve the industry, and the service atmosphere which is conducive to the growth of talents.

research on the evaluation system of social service capacity of higher vocational colleges

Jiang (2020) believes that in order to promote the improvement of social service capacity of higher vocational colleges, it is necessary to build a reasonable evaluation system, the first-level indicators include: "social training, technical services, cultural construction, public welfare services"; the second-level indicators include: operative and quantifiable expressions The ladder type evaluation system is the reasonable social service evaluation system. Zou (2019) points out that the social service capacity evaluation index system of higher vocational colleges should rightly include first-level indicators, second-level indicators, and third-level indicators. The primary indicators include six aspects, such as talent service, training service, technical service, public welfare service, cooperation and exchange service, and social donation, in order to provide reference standards for higher vocational colleges to better serve local economic and social development.

Research Methodology

Literature research method

In order to fully understand the current situation of social services of higher vocational colleges in Fujian Province and their related theoretical achievements, the author borrowed relevant paper books and literature through CNKI, Readshow and other online journal resources, as well as through regional libraries, and the author compiled relevant research results and main ideas at home and abroad to form a systematic understanding of this research. Based on this, the theoretical framework of this study and the background related to the study are sorted out, and these are the ideas and theoretical support for this study.

Survey research method

This paper mainly adopts random sampling. Samples include the teachers and students from 3 higher vocational colleges in Fujian Province. Problems involve schools perform social service functions. The survey and research were carried out by combining questionnaires and interviews. The random sampling survey involved 3 schools, and a total of 400 questionnaires were issued. A total of 378 questionnaires were recovered with a recovery rate of 95%, among which 375 were valid questionnaires with an efficiency rate of 93.8%. EXCEL and SPSS were used to carry out quantitative analysis on 375 valid questionnaires. In order to understand the status quo of the social service ability of higher vocational colleges in Fujian Province, we analyze the root causes of the problem, and put forward solutions to this problem.

Comparative study method

We collected information on the social services of higher vocational colleges outside Fujian Province, China, and analyzed and compared them to draw inspiration from advanced experiences. At the same time, the author analyzed the factors that restrict the social service capacity of higher vocational colleges in Fujian Province, and consolidate the practical foundation for the paths and strategies to enhance social service capacity.

Finding and Conclusion

Based on the study of the social service situation of higher vocational colleges, the author found that there are five main problems in carrying out social service.

1.Talent training fails to meet the needs of local economic development

Firstly, the professional setting lacks characteristics and does not match the industrial chain, which makes the economic development and talent demand disconnected. Secondly, in the faculty, many teachers of higher vocational colleges do not have front-line experience in enterprises, teaching only pure theory, lack of practical experience in the industry, and do not really go into the society, have a certain deviation in understanding, not interested in contacting enterprises, and not really involved in the research of application technology topics related to enterprises, not well suited to the needs of enterprises The needs of the industry.

2.The problem of formalization of social service training is serious

The social service training is formalized, and it is only purely for completing the tasks. Firstly, most of the higher vocational colleges provide only temporary and auxiliary social training services at low level, such as skill training, identification or pre-service training, and less practical training with stronger applicability and professionalism is involved. Most higher vocational colleges are only training for training, purely to complete the task number. Secondly, technical training is in the form of theory. In particular, some technical training such as training for new farmers and rural revitalization strategies are only brief textbook-style theoretical training, but not involved in every aspect of the field to solve practical problems, which does not have much effect on promoting the economic benefits of local rural areas.

3.The level of science and technology services is not enough

The scientific research ability of higher vocational colleges is relatively weak compared with that of applied undergraduate colleges, and the projects stay on theoretical research, and the projects cannot be transformed into real economic value. Although higher vocational colleges have a large number of different kinds of scientific research horizontal and vertical projects and patent declarations, most of them lack market research and do not meet market demand, so they cannot be used in actual production and transformed into real productivity and create economic benefits.

4.Poor sharing of resources

First, the degree of sharing of infrastructure and equipment is poor. At present, most of the higher vocational colleges in Fujian Province focus on the sharing of basic facilities such as sports facilities and equipment and school canteens, while others like libraries, multimedia classrooms and laboratories are not fully open to the public for sharing due to imperfect management mechanisms, and the public does not enjoy the benefits of sharing in social development. Second, the degree of sharing of educational and teaching resources is poor. With teaching as the main focus, teachers and students have limited energy and time for external services, and the connection with the community is not close enough. Teachers are unable to provide regular services to recharge the public to learn new cultural knowledge and popularize scientific and cultural knowledge, and students are unable to go out regularly to truly integrate into social services, and the public cannot share the teaching resources of the school.

5.Poor service consciousness

First, most of the higher vocational colleges in Fujian Province have not set up special social service centers and other functional departments to exercise social service work functions, and social service work is fragmented in the science and development department, academic affairs department, continuing education center, secondary colleges, etc., without integrating resources on campus and unified promotion to carry out social services outside the walls. Secondly, higher vocational colleges do not understand their historical mission correctly, think that economic development is the "achievement" of the government and enterprises, and refuse to perform the corresponding social service functions. Although higher vocational colleges are aware that providing social services for local economic and social development is their inherent social responsibility and the practice of being needed, they are also actively working hard to carry out social services, but the service effect is not satisfactory. Therefore, only by continuously improving the social service capability of higher vocational colleges and meeting the needs of enterprises for human resources and technology research and development can the sustainable development of higher vocational colleges be sustained and truly promote the harmonious development of regional economy and society.

Recommendation

Based on the core contents of "Double High-level Plan", this paper focuses on "diversified talent cultivation", "'4-3333' training system", "system construction", and "training system". training system," "system construction guarantee," "technology innovation service platform," and "multiple cooperation and construction. Five-in-one" to enhance social service capacity.

1. Realize diversified talent cultivation path

Based on the research report of talent training objectives and specifications, the author integrated resources and set professional courses according to the requirements of new industries and new occupations, and adopted the form of school-enterprise cooperation. Second, strengthen the cooperation between industry and academia, the school and enterprises work together to build a high-quality teaching innovation team composed of senior school teachers, enterprise technicians and industry craftsmen who can teach, practice and educate people, relying on the "three-year two-teacher" structure. Teacher team construction, through the reconstruction of the curriculum system to form a curriculum module group, the school senior teachers, industry masters, enterprise technicians and other teachers group, task-driven project learning group, new and old students, innovative implementation of multi-teacher "group teaching method", the formation of old students to new students, old teachers to new teachers, school teachers and industry masters The new classroom combines theoretical teachers and practical teachers, integrates education and teaching resources, and improves the quality of talent training.

2. Build "4-3333" training system

Relying on the new requirements of regional development to promote the training of technical skill talents, the government, school, line and enterprise integration, organic integration of education and training resources, building "government + school + enterprise" trinity working mechanism, building "government training base + highly skilled personnel training base + enterprise training base "The trinity training platform, the trinity training system of "ideological education + cultural development + skill enhancement", and the trinity skill enhancement plan of "skill training + skill competition + skill certificate", form four The "trinity" training model improves the quality of training and lays a good foundation for the enhancement of social service capacity of higher vocational colleges.

3. "Multi-coupling" to build a technology innovation service platform

Based on the scientific and technological innovation platforms such as the National Collaborative Innovation Center for Applied Technology, the author build a master skill studio, create a scientific and technological innovation team, cooperate deeply with industrial enterprises, "multi-coupling" between government, school, industry and enterprises, continuously upgrade the Collaborative Innovation Center, do a good job in technology development, transfer, consultation and service, and build our own skill innovation platform on this basis. Based on this, the author would build our own skill innovation platform, based on service focus, i.e. technical research and development of small and medium-sized enterprises and product upgrading, focusing on the pillar industries such as footwear and food.

4. Improve the guarantee of institutional mechanism construction

First, build a long-term mechanism for social services, and consider serving the society as an equally important task as talent cultivation and scientific research and effectively incorporate it into the school's work agenda. Establish and improve the evaluation mechanism of social service ability, encourage faculty members to participate in social service of higher vocational colleges, and count social service into the daily workload of teachers and link it with the evaluation and promotion of teachers' titles. Secondly, higher vocational colleges should improve the sharing degree of school resources from top-level design and system construction, build a good sharing platform and really do a good job in sharing services.

5. Diversified cooperation and common construction to improve service quality

The first is to attract social capital and social power to participate in diversified schooling, build a community of destiny, play the functions of the government, enterprises and colleges, adopt "government-school-enterprise", "school-enterprise", "school-ground" and other We will build "social service platform alliance" with similar colleges and universities, participate in local economic and social services in groups, form corresponding scale development trend, continuously play the role of social services, and promote the management level of social services of higher vocational colleges to improve and Quality improvement. Secondly, the establishment of social service centers specializing in the exercise of external social service functions, take the initiative to dock with various social doors, improve group awareness, extensive cooperation, work with the concept of community of destiny, and improve the quality of social services.

The author believes that due to his limited professional level and theoretical understanding, there are some irresistible limitations in the research process, such as the collection of data and access to information is not enough, the research time is not long enough, the accuracy and representativeness of data collection is debatable, the use of research methods is not accurate enough, the content of the study is not perfect, the depth of the problem study is not deep enough, etc. There are still many areas for improvement in this study. The author has been active in the front-line social service platform of higher vocational colleges for many years, and is determined to continue to conduct more in-depth research on social service work in the future, so as to add to the theoretical research on the social service capacity of higher vocational colleges with her own modest efforts.

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The Impact of Social Responsibility on the Performance of Organisations in the Manufacturing Sector: A Case of Johnson & Johnson

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Abstract

The research assesses the impact of social responsibility on the performance of organisations in the manufacturing sector, the case of Johnson & Johnson. Managers have been implementing corporate social responsibility as a strategy for enhancing firms' growth, development, and sustainability in the marketplace. The secondary research approach and content analysis methods have been used in the study. The findings show social responsibility has a significant effect on the performance of organisations in the manufacturing sector. It is recommended that all stakeholders should be involved in the process of adopting corporate social responsibility initiatives, better policies need to be adopted by companies, and a good balance should be promoted across the stakeholders' concerns and effective communication.

Keywords: Corporate Social Responsibility, Performance, Stakeholder

Introduction

Research Background

An analysis of the contemporary business environment shows there is stiff competition and dynamic turbulence due to globalisation, technological advancement, and changes in management approaches, among others. The leadership and management teams enhance firms' survival, growth, and competitiveness (Azad et al., 2017). Consumers are empowered and informed, and managers have been implementing different strategies for enhancing organisational performance (Gazzola et al., 2017). Social responsibility is a key obligation and commitment of organisational managers, who take the steps of facilitating the protection and improvement of social welfare, as well as company interests in the working and business environment (Khan, 2021; Newman, Rand, & Trifkovic, 2020; Goliska, 2018; Goto & Sueyoshi, 2020).

Research Problems

There is a growing debate on the benefits and costs associated with corporate social responsibility (Malecki, 2018; Goto & Sueyoshi, 2020). This has a limited focus on the strategies that managers can use for ensuring social responsibility increases performance in the firm. This has generated mixed reactions of the ability of social responsibility in influencing performance in manufacturing firms. The current research aims at closing existing research and knowledge gaps on the issues of social responsibility on the performance of organisations in the manufacturing sector. Managers at Johnson & Johnson have been focused on social responsibility by accommodating the needs of the plant, workers, the community, and shareholders, among other stakeholders (Johnson & Johnson, 2021). However, the current research aims at measuring how social responsibility initiatives and efforts can influence the company performance using Johnson & Johnson as a case study.

Objective of Study

The main objective of this study is to assess the impact of social responsibility on the performance of organisations in the manufacturing sector, the case of Johnson & Johnson. The specific objectives used in steering the research are listed below:

1. To assess the nature of social responsibility in manufacturing sectors.
2. To examine the impact of social responsibility on organisational performance.
3. To evaluate the future of social responsibility by firms in the manufacturing sector.

Scope of the Study

The study is limited to the contextual issue of the impact of social responsibility on the performance of organisations. The analysis utilises the multiple stakeholder approach in examining the research problem and objective. Moreover, the research is focused on the manufacturing sector and uses the case of Johnson & Johnson. Research methodology is based on secondary research and analysis. The studies and existing data that will be utilised in the research will be limited to the period between 2016 to 2021. The scope of the study limits the area of focus, and this can influence the research results, as well as validity and reliability.

Research Significance

The research findings will be helpful to managers in enhancing their strategic understanding of corporate social responsibilities, which can guide balancing between the needs and expectations of different stakeholders in their manufacturing firms. According to Goliska (2018), well-coordinated corporate social responsibility activities can improve organisational performance and strnegt5hen its long-term survival and competitiveness. The results of the research will be helpful to policymakers because they will learn how they can encourage manufacturing firms to adopt corporate social responsibility campaigns. The research will also provide data and information that can be used by other researchers in conducting studies on the current research problem and other closely related areas.

Theoretical Framework

The Stakeholder Theory argues the firm has the obligation of considering the needs and expectations of all stakeholders in its operations and plans (Hung, 2020). The theory shows how managers can implement different social responsibility initiatives for improving their firm performance. The Stakeholder Theory will ensure the company treats all stakeholders equally and fairly (Pedrini & Ferri, 2019; Dmytriyev, Freeman, & Horisch, 2021). On the other hand, the Social Contract Theory argues that society plays a major role in determining the success or failure of the organisation in a given sector and the business environment (Economides, 2018; Hiswals et al., 2020). According to Ibanga (2018): Rahmawati et al. (2021), the company has to remain consistent with social concerns and expectations.

Hypotheses

Existing studies are divided into the benefits and costs of corporate social responsibility in terms of organisational performance. This acts as the basis of the study hypotheses.

H_1: Social responsibility has a significant effect on the performance of organisations in the manufacturing sector.

H_0: Social responsibility has no significant effect on the performance of organisations in the manufacturing sector.

Literature Review

Corporate Social Responsibility

Corporate social responsibility is defined as a self-regulating organisational framework that enables the business to remain social accountable to its shareholders, other stakeholders, the public, and society (Goliska, 2018). It is also considered to be a strategy by corporate governance used by organisations for ensuring operations and business activities are ethical and highly beneficial to all stakeholders and society. According to Goto & Sueyoshi (2020), corporate social responsibility is primarily the commitment of the firm towards positive contributions for sustainable economic development, employee development and empowerment, as well as addressing the needs and concerns of the community, environment, and the public. Corporate social responsibility is divided into different categories, which include economic, social, environmental, ethical, and philanthropic responsibilities (Jimenez & Pulos, 2016). According to Newman et al. (2020), corporate social responsibility is an effective strategy being employed by managers and build sustainable competitive advantage and profitability. Johnson & Johnson is a multinational corporation that manufactures medical devices, pharmaceuticals, and other consumer-packaged products (Johnson & Johnson, 2021).

Organisational Performance

Organisational performance is primarily the measure of the firm efficiency against the set performance goals and targets (Saxena, 2019). This is evaluated in terms of real outcomes as opposed to the company expected outputs. According to Tabassum and Singh (2021), organisational performance plays a significant role in the determination of the overall progress of the company. There are different key metrics that are used in highlighting organisational performance, including returns on investments, shareholders satisfaction, utilisation of resources and assets (Saxena, 2019; Shabbir & Wisdom, 2020). Modern companies are focused on maintaining high performance in the business environment, which can lead to long-term survival in the business environment.

Corporate Social Responsibility and Organizational Performance

Supporters of corporate social responsibility argue that it boosts the company brand image, reputation, publicity, and recognition, customer loyalty, enhance cost savings and talented employee's retention and reduce regulatory burdens, which increases performance (Rahmawati et al., 2021; Hasan, 2017). The findings are supported by a study conducted by Newman et al. (2020), which established corporate social responsibility promotes sustainable economic development, which improves the company performance. There are studies that have found that corporate social responsibility can lower organisational performance due to the high costs and resources required for its implementation (Rahmawati et al., 2021; Goliska, 2018). However, a study conducted by Shabbir and Wisdom (2020) established corporate social responsibility has more benefits to businesses as compared to its costs. In the manufacturing sector, there are different activities that facilitate the production and delivery of goods and services to consumers, and these processes may significantly affect the environment and society (Hasan, 2017; Jimenez & Pulos, 2016). On the other hand, manufacturing activities are very beneficial to the economy and the community, and therefore a good balance is required for satisfying the needs and expectations of all stakeholders in this sector. Existing literature shows the management teams in manufacturing organisations should implement strategies that promote social involvement and address stakeholders concerns while at the same time pursuing the firm profitability goals (Goliska, 2018; Goto & Sueyoshi, 2020; Newman et al., 2020). However, it is clear that empirical findings have been inconclusive on the impact of corporate social responsibility and organisational performance.

Research Methodology

Research methodology is an approach that accommodates the procedures that are used in the identification, selection, processing, and analysing of information on a given research topic (Bairagi & Munot, 2019). The study has used secondary research analysis in undertaking the research, where different secondary sources have been acquired and analysed (Wickham, 2019). The main sources of data in this research were scholarly journal articles, published books, and website reports. Only secondary data has been used in the research. The researcher utilised Google Scholar and Google Search Engine, as well as other online library databases, in finding the secondary sources used in the study. The researcher developed specific keywords for retrieving the sources. The goal was to ensure the collected secondary data was in line with the research objective. Data has been analysed using the content data analysis approach because it makes it easier to quantify and evaluate meanings and relationships in research variables and themes (Kleinheksel et al., 2020). The theme of focus is on the significance of corporate social responsibility on the firm performance of organisations in the manufacturing sector. The process involved identification and collection of data, determination of coding categories and content, as well as checking validity and reliability, analysis, and presentation of results.

Finding and Conclusion

Findings

The findings show corporate social responsibility has a significant effect on organisational performance in the manufacturing sector, and this is reflected at Johnson & Johnson. Around 15 secondary sources were reviewed, and the results are presented in Table 1 below:

Studies	Number of Studies
Studies that shown significant effect on organisational performance	12
Studies that shown significant effect on organisational performance	3

Table 1: Research Results

Moreover, it has been established that corporate social responsibility has been accommodating different aspects, as shown in figure 1 below:

Figure 1: Corporate Social Responsibility Aspects (Research Data)

According to Newman et al. (2020), the above aspects can influence the success or failure of the firm in the current highly competitive marketplace. In addition, managers have been using corporate social responsibility as a key strategy, which has been influencing business operations. Studies carried out by Shabbir and Wisdom (2020) and Rahmawati, Roekhudin, & Prastiwi (2021), established that the benefits of social responsibilities surpass the costs, and therefore managers should implement corporate social responsibility. The findings reveal most managers have been turning to corporate social responsibility initiatives and campaigns for mitigating identified risks in the working and business environment and enhancing performance (Goliska, 2018; Johnson & Johnson, 2021; Malecki, 2018). Moreover, an in-depth analysis of the findings shows managers are implementing corporate social responsibility initiatives for addressing issues surrounding their firms' interactions and associations with different stakeholders and society, thus influencing performance. Most managers need to promote social good for increasing performance in the working and business environment (Newman et al., 2020; Newman et al., 2020). The findings show managers in manufacturing firms have been using corporate social responsibility for creating shared value for all stakeholders, which can help in preventing conflicts that can affect performance.

An analysis of Johnson & Johnson clearly show corporate social responsibility has been accommodating economic, legal, ethical, and other discretionary concerns, which are vital for enhancing the performance of organisations in the manufacturing sector (Hasan, 2017; Johnson & Johnson, 2021; Shabbir & Wisdom, 2020). Corporate social responsibility has been established to be a key strategy in business operations and has many benefits for the firm, which can help in preventing wastage, pollution, depletion of available resources, and climate change, among others social issues, thus improving performance (Goliska, 2018; Khan, 2021). It has also been established that social responsibility boosts the company brand image and reputation, thus increasing the firm performance (Jimenez & Pulos, 2016; Johnson & Johnson, 2021). It can therefore be concluded that corporate social responsibility is strongly linked with organisational performance in manufacturing firms. According to Jimenez and Pulos (2016), managers are implementing corporate social responsibility initiatives for addressing issues surrounding their firms' interactions and associations with society, thus registering better performance.

The findings further reveal in the future, social and environmental responsiveness will increasingly become a battleground for long-term survival, performance, and competitiveness in manufacturing firms, as presented in figure 2 below:

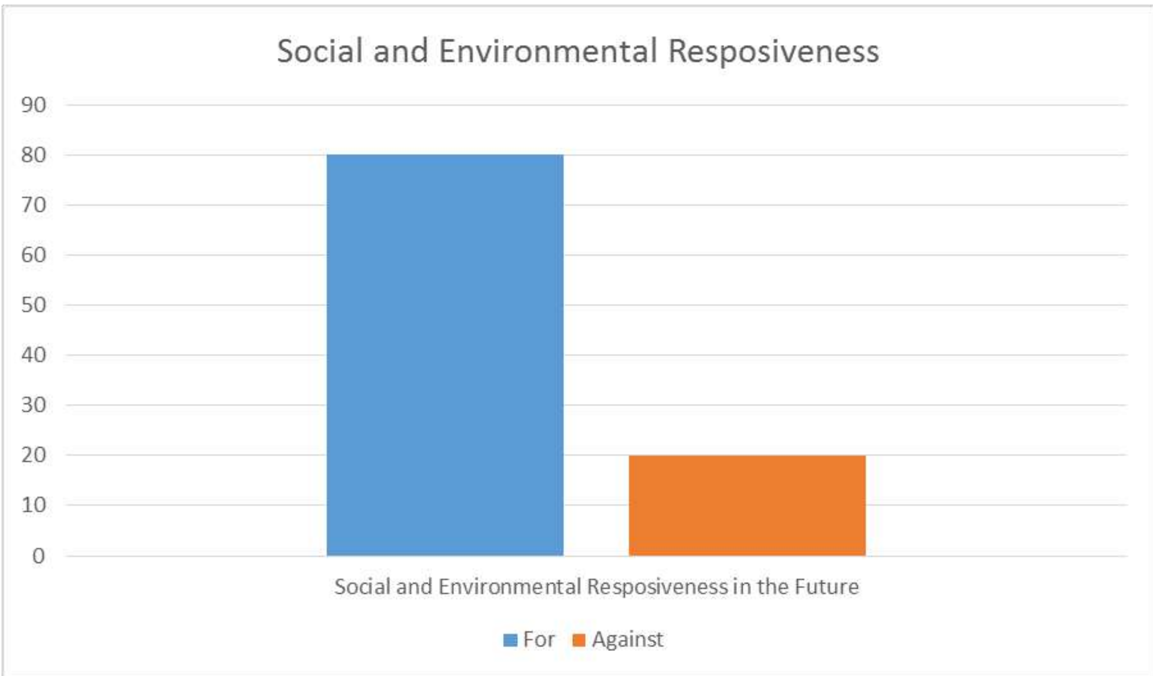

Figure 2: Social and Environmental Responsiveness in the Future (Research Data)

Notably, 80% of the studies shown in the future, the level of social and environmental responsiveness is likely to increase, whereas 20% were against this argument. In the future, manufacturing companies, such as Johnson & Johnson, will continue exploiting resources for addressing corporate social responsibilities for improving their performance (Goliska, 2018; Jimenez & Pulos, 2016). Corporate social responsibility will continue heightening the need for manufacturing managers and firms to implement policies for promoting social, environmental, economic, and other discretionary concerns (Khan, 2021). It will also put pressure on managers in manufacturing companies who will be focused on the adoption of diverse strategies in a balanced approach as per the Stakeholder Theory while at the same time sustaining organisational performance (Dmytriyev et al., 2021; Rahmawati et al., 2021).

Conclusion

In summary, the research has assessed the impact of social responsibility on the performance of organisations in the manufacturing sector, the case of Johnson & Johnson. Here, the nature, impact, and future of social responsibility have been evaluated in the manufacturing industry. The study findings have revealed social responsibility has a significant effect on the organisational performance of firms in the manufacturing sector. The contemporary business environment is characterised by stiff competition and dynamic turbulence, and a high level of consumer empowerment. In this case, most managers have been turning to social responsibility, which is a key strategy used in enhancing organisational growth, performance, sustainability, and competitiveness. However, existing studies have failed in showing how managers in manufacturing firms can develop and implement effective strategies for better balancing between the concerns of stakeholders in their social responsibility initiatives. The literature review has shown corporate social responsibility influences organisational performance, and managers in manufacturing companies need to implement these initiatives for better results in the business and working environment. The findings are supported by the secondary data that was collected and analysed using the secondary data method and content data analysis approach. Using the case of Johnson & Johnson, examined studies have confirmed that corporate social responsibility initiatives play a significant role in enhancing organisational performance.

Recommendation

The findings and analysis show managers in manufacturing firms need to implement corporate social responsibilities initiatives that address the concerns, needs, and expectations of all stakeholders. Currently, there are different companies in the manufacturing sector that have been pursuing social corporate responsibility campaigns. However, there are different recommendations that are given for managers and other stakeholders influenced by this research. It is recommended that all stakeholders should be involved in this process for preventing conflicts of interest. Better policies need to be adopted by companies for enhancing social and environmental responsiveness. It is recommended that a good balance should be promoted across the stakeholders' concerns. This will ensure corporate social responsibility is effective in enhancing manufacturing firms' performance. Effective communication should also be promoted in these organisations for enhancing the flow of information across stakeholders and the firm. On the other hand, researchers can use the findings of the current study as a foundation for further research.

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On the Application of "Task-driven Method" in the Teaching of Non-linear Editing in Higher Vocational Colleges

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Abstract

How to improve the teaching effect is something that teachers have been thinking about and trying for a long time. The exploration of teaching methods has a long history. Under the influence of Dewey's pragmatism, combined with the core of today's quality education, "learning" and "doing" are A unified whole, in which the task-driven method has been widely studied and applied to various subjects and disciplines especially computer subjects with clear goals. In recent years, in some theoretical and practical courses, some teachers have begun to apply task-driven methods to improve classroom efficiency and gain good experience. The "Non-linear Editing" course in higher vocational colleges is a job-oriented and market-oriented course. Translating textbook content into students' existing job skills is the ultimate goal of the course, and the task-driven approach can do this well. , And overcome the shortcomings of the traditional teaching model, correct students' attitude to class, and then improve the classroom teaching effect of teachers. This paper mainly uses literature research and experimental methods to investigate two classes of students in Quanzhou Vocational College of Light Industry and Technology of Digital Media Art and Design. It aims to prove that the task-driven method can effectively improve the learning effect.

Keywords: task-driven method; non-linear editing; teaching application

Introduction

Research Background

In June 1951, the first National Technical Education Conference organized by the Ministry of Education was officially opened. In October of the same year, the Government Administration issued the "Decision on Reforming the School System," and the process of reforming vocational colleges officially began. In 1996, the "Vocational Education Law of the People's Republic of China" was born, which confirmed the status of vocational education and clarified the fundamental tasks of vocational education. After years of practice and development, in 2010, the Party Central Committee and the State Council jointly issued the

"National Medium and Long-term Education Reform and Development Plan Outline (2010-2020)", proposing to promote education and teaching reform with service as the purpose and employment as the orientation. In 2019, the State Council issued the "Notice of the State Council on Issuing the National Vocational Education Reform Implementation Plan." The document puts forward 20 vocational education reform requirements. Improving the development level of vocational education and improving the high-level application-oriented talent training system is essential for the next stage of vocational education. Work. Vocational education plays an increasingly important role and is widely valued. In order to keep up with the development of the times, the reform of vocational education cannot be delayed.

The 21st century is the era of the Internet. At the same time, the film and short video industries are developing rapidly, and excellent media companies are emerging endlessly. For many media companies today, the number of users has reached a very macro scale, and the population coverage has spread to all ages. Long films and short videos are no longer a niche culture. At this time, the professional level of the post-pre-editing Skills and skill levels will become essential factors affecting the quality of works. Therefore, training excellent post-editors has become a pivotal point in the development of the industry, and "Non-linear Editing" is an introductory course for post-editing, and its importance is self-evident.

Since the implementation of quality education in our country for many years, the ability to train students has been particularly fancy, of which self-learning ability and innovation ability are the most basic and most important. The central idea of the task-driven method is to "take tasks as the mainline, teachers as the leading, and students as the main body," which coincides with the requirements of quality education for students. In preparing lessons, teachers thoroughly combine the teaching content and objectives to design classroom tasks and guide students to complete tasks in class, and when students complete the classroom tasks they receive, there is a clear division of labor between the teams. This kind of task-based learning The model can quickly mobilize the internal drive of students to think about and solve problems. Through completing the task, you can see your shortcomings and gain a sense of inner fulfillment. The interest in learning gradually increases in the task process, and the learning attitude is gradually changed, thereby improving the learning effect. Therefore, whether it is from the development of the media industry or the requirements of quality education, the use of task-driven methods in the "non-linear editing" course plays an important role.

The task-driven soul is the "task." In Teaching, it refers to how students actively complete tasks under the Teacher'sTeacher's guidance. "Drive" is the force that drives the completion of the task within the student. This force takes the task as the goal, from passive to active, inspires students' enthusiasm for learning, and internalizes knowledge invisibly. The task-driven approach is based on constructivist theory, emphasizing the importance of students' hands-on ability in learning, and at the same time requires the creation of task situations so that students can open up their thinking and actively seek in situations based on their experience, and pass the task to completion. Accomplish the inner sense of accomplishment and the satisfaction of self-worth realization, thereby deepening the cognition of knowledge and skills and forming a benign learning attitude of active learning, active learning, and mastery of skills in the long run.

Research Problem

The task-driven approach has a long history of development abroad and has formed a relatively mature teaching model. In the 21st century, domestic research and application have come into everyone's field of vision, mainly from two aspects: one is to focus on the research on the teaching process of the task-driven model theory, and how to make the task-driven method in the course teaching Give full play to theoretical research that promotes students to solve knowledge and learn skills; the second is to carry out research task-driven applications from the perspective of specific curriculum practice, and to improve related theories by implementing and testing the effects of task-driven methods in highly operational courses Applied research in specific courses.

Regarding the research and practice of task-driven pedagogy in my country, a relatively complete structure has not yet been formed, and there is still room for exploration. Task-driven pedagogy is also being widely used in our country's vocational education curriculum. Therefore, research on the application of task-driven teaching method in the course of "non-linear editing" in higher vocational education is in parallel with the trend of my country's vocational education curriculum reform and meets the needs of the development of vocational and technical education and the requirements of the market for students. Through teaching experiments, it tries to test the teaching effect of task-driven methods and perfect the applied research on specific course teaching methods.

Objective of the study

After conducting on-site lectures, lectures, and investigations, this research decided to apply the task-driven method to the Teaching of non-linear editing courses in higher vocational schools. Master the basic skills as a practitioner of film and television video editing, and cultivate excellent post-editors that meet the needs of the society and the students' situation. The main objectives include the following aspects:

First, thoroughly examine the market demand and students' situation, determine the importance of the non-linear editing course in the digital media art design major, and the necessity of learning this course well.

Second, it is good at capturing the current deficiencies and possible results of the current teaching situation and exploring the best teaching methods for mastering this course.

Third, the superiority of the task-driven approach applied to the course of customer service.

Fourth, conduct teaching experiments to test whether the task-driven approach has the same effect as the hypothesis from practice and summarize the gains and losses from the teaching process.

Scope of the study

Select Quanzhou Vocational College of Light Industry as the research site to facilitate the investigation of the actual class situation and student learning situation in the "Non-Linear Editing" classroom, which is conducive to implementing the task-driven method. Select 18-level digital media art design students in 2 classes as the research objects to conduct a controlled experiment. "Non-linear editing" is an introductory course for students of this major, which significantly influences their careers. Therefore, the application effect of the task-driven method can be most intuitively reflected.

Research Significance

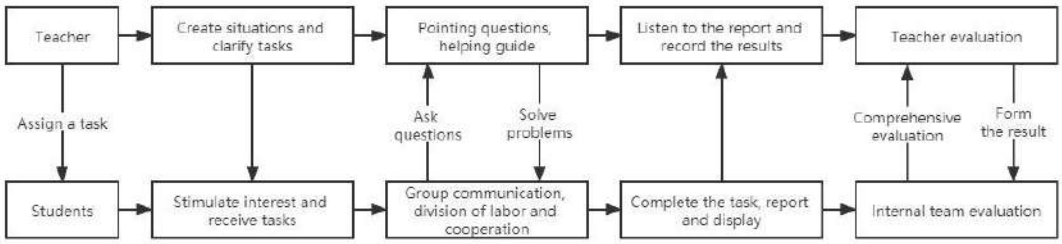
With the rapid development of the Internet today, the professional learning of "non-linear editing" in higher vocational colleges must keep pace with the times. Starting from student employment, learning basic skills suitable for the development of the times as the guide, exploring the characteristics of students suitable for higher vocational colleges The teaching method of the characteristics of the "Non-linear Editing" course is critical. Due to personal abilities and time constraints, this research only conducted an experimental study on the 18th-level digital media art design class of Quanzhou Light Industry Vocational College. Whether the research results apply to other subjects needs to be further studied. I hope this result can be used for higher vocational education. Classroom teaching reform provides specific reference value.

Theoretical framework

In the task-driven approach, the first step of instructional design is the construction of the teaching context. The teaching context is an actual situation where the TeacherTeacher takes the student's existing life experience as the basis, the teaching content as the contextual connotation, and the student's interest as the starting point. Create. The constructivist theory believes that learning is not a behavior that completely avoids social factors. It must be accompanied by social culture in the process (Wu, 1997). Teaching should use students' life experience as the "growth point" of new knowledge. In the teaching situation created on the background of students' life experience, the students will reduce the difficulty of receiving the teaching content because of this "familiarity" and cultivate the students' understanding and knowledge transferability.

The task-driven Teaching of "Non-linear Editing" in higher vocational colleges is based on tasks and runs through Teaching. Teachers and students perform tasks in parallel and assume different roles. The Teacher Teacher is the task leader and guides the students in the correct direction of the task. The student is the executor of the task. Students work independently. At the end of the task completion, the students report and show the task results, and the teachers and students jointly evaluate the performance of the task. The specific implementation process is as follows:

Figure 1 Teaching implementation process



This research mainly investigates three methods: observation method, interview method, and questionnaire survey method. Before the experiment, observe the students' class status and discover problems based on the experience of listening and evaluating the class, and then communicate with the TeacherTeacher and students after the problem to learn the reason for the problem, understand the Teacher'sTeacher's experience from the teaching experience, and finally formulate the teaching experiment plan based on the problem. After the controlled experiment, the questionnaire survey method was used to collect the students' actual attitudes towards class and to understand the students' subjective feelings under different teaching methods. Among them, in the teaching experiment, the interview method and the observation method accompany the entire teaching process to understand what students think in time, and answering students' questions are the prerequisites to ensure the smooth and effective conduct of the experiment.

Hypotheses

Through observing classroom problems and comprehensive interviews and exchanges with classmates and teachers, this article proposes that the task-driven method improves the skill acquisition of vocational students in the "non-linear editing" course. The task-driven method is adopted by setting up experimental classes and control classes, respectively. Conduct teaching experiments with traditional teaching methods. After the experiment, use test paper testing, class attitudes, and questionnaire surveys to compare the learning effects of the experimental class and the control class, and then conclude. Now propose the following hypotheses:

1. The task-driven method has apparent effects on improving the learning interest of higher vocational students in "non-linear editing" and correcting their learning attitude.

2. The implementation of task-driven pedagogy allows students to become masters of the classroom. Students can feel the realization of their self-worth in completing tasks, gain a sense of learning achievement, and are positive in enhancing students' learning confidence and promoting internal active learning significance.

3. Using the task-driven teaching method in "Non-Linear Editing," the complicated process becomes apparent in the group tasks with a clear division of labor, which is conducive to the student's personal experience of the process of customer service and the internalization of knowledge points in the way of

situational simulation. It also improves the subject skills and lays a sound technical foundation for students to engage in related jobs.

4. In the process of task assignment, cooperation, and display, the students' ability to solve problems is cultivated, and the feelings between teachers and students and classmates are improved in the communication, which is conducive to cultivating students' communication skills and forming a good and healthy relationship. Interpersonal relationship.

Literatures Review

In the 1960s, Canadian doctor Howard first applied the task-driven approach to his medical classroom teaching as an experiment and moved to different fields as practice. In the 1980s, an Indian linguist, N. Prabhu, experimented on communicative teaching methods. In Bangalore, India, some school-age pupils were selected as research objects. According to the teaching goals, The task is integrated into the teaching design, and the TeacherTeacher leads the students to complete the task. In the end, the students perform significantly better in communication activities. In 1989, David Nunan elaborated on the understanding of "task" in the task-driven approach, distinguishing actual life tasks from teaching tasks involved in the classroom (David, 1989). In 1996, Willis published the *A Framework for Task-Based Learning,* which systematically constructed the task-driven teaching method's specific operation methods and precautions (Willis, 1996). In 1998, Scanham summarized the main elements involved in the task-driven teaching method in the 14 years since 1984 and the research results of others in these years (Scanham, 1998). In 2005, Alice published *Planning and Task performance in a Second Language*, which comprehensively discussed the impact of classroom task design and implementation on teaching results (Alice, 2005). In 2007, published a related paper on *Educational settings and second language learning*, which discussed the tasks in-depth, and scientifically analyzed the design and implementation of tasks in different learning situations (Alice, 2007).

In recent years, the application of task-driven teaching methods is no longer limited to language courses, and the scope is gradually expanding. Among them, the most extensive research and application of this method is German vocational education. German vocational education is inspired by the relationship between the work and learning of enterprises, which associates with the relationship between students' learning and mastery of skills in schools. It uses this to create learning-oriented work content, thus accelerating the development of vocational education. Efficient development. The *Guiding Manual for the Design of Vocational Education Learning Tasks with the Help of Learning Tasks* is a specific indicator of tasks published and compiled by the German Federal Institute of Vocational Education in 2010, from business work to school learning science system cycle. Since then, Germany has created the "dual system of vocational education" recognized by scholars worldwide and has profoundly impacted my country's vocational education reform in recent years, including the 20 vocational education programs in 2019.

Relatively mature task-driven Teaching has a history of more than 20 years abroad. However, the research of task-driven teaching methods in our country has not formed a relatively complete system. Judging from the data currently available on the CNKI platform, the research on task-driven teaching methods has only started to rise in recent years. There was almost no research before 2002. Those who started to study this method in 2007 started—climbing and reaching its peak in 2015.

In 1997, Professor Wu Xudong researched foreign language learning and found the difficulty of learning foreign languages for different people. He was the first group of scholars in my country to try to use this method (Wu, 1997). Subsequently, the task-driven constructivist teaching model began to receive widespread attention from foreign language teachers.

In 2004, Zhong Baichang divided the tasks into closed and open tasks and proposed that Teaching conceive different task types according to different teaching contents (Zhong, 2004). In 2005, Zhao Ya proposed the task-based learning concept of promoting cooperation, hoping that students will gain knowledge, skills, and cooperative spirit when they complete tasks together with group members (Zhao, 2005). In 2006, Guo Shaoqing separated "task" and "knowledge," thinking that task and knowledge are two different aspects. The task-driven approach is that the task is in progress and the mastery of knowledge is also going on simultaneously, and the task is superficial support. Knowledge is inner cognition (Guo, 2006). In 2008, Wang Siyi proposed a task-driven teaching design plan in his article by analyzing teaching goals, learner characteristics, and learning content; and then designing learning tasks, learning scenarios, and learning resources; by providing corresponding cognitive tools And guidance, allowing students to learn independently; finally, the task is summarized, and the students' exercises are strengthened(Wang, 2008). This design scheme comprehensively demonstrates the entire process of task-driven Teaching. In 2010, Lei Yanqiu used the task-driven method in computer courses and believed that computer courses are more practical and just in line with the characteristics of task-driven teaching methods, which can effectively improve students' computer operation level (Lei, 2010). In 2011, Yuan Fuhua carried out a detailed classification and division of the evaluation methods of the task-driven teaching method, more comprehensively pointed out the evaluation methods that can be used in Teaching, and played a guiding role in the subsequent development of teaching evaluation (Yuan, 2011). In 2016, Yin Jieyuan applied the task-driven method to Chinese practical Teaching. After a period of teaching experiments, it was found that this method has substantial effects on students' expression ability, writing ability, and operation ability. Speed up students' ability to learn and master the following knowledge (Yin, 2016).

In recent years, the discussion about classroom teaching reform has been a hot topic. The drawbacks of traditional teaching thinking based on teaching knowledge have gradually emerged. Improving students' comprehensive ability has been increasingly recognized by scholars. A task-driven approach is aimed at skills training. Teaching methods are favored by classroom teaching researchers at all levels and types and stabilized until 2019, during which time some progress has been made to varying degrees.

Research Methodology

After the end of the task-driven teaching experiment, in order to more comprehensively test the learning effect, according to the characteristics of the "non-linear editing" course, a questionnaire survey was designed to analyze the role of task-driven method in improving students' interest in learning, standardizing students' learning attitudes, and mastering relevant skills of the course, etc. Whether the aspect plays a positive role. There are ten questions in the questionnaire divided into three parts: learning interest, learning attitude, and learning effect. They are distributed to 47 students in two classes. After filling them, all the questions are collected. The results of the questionnaire are statistically analyzed with SPSS.25.

In the questions related to "interest in learning," we can see that the overall interest of the experimental class is significantly higher than that of the control class. Among them, in the question "Can you listen to the lecture carefully in class?", 72% of the students in the experimental class said they could do it carefully, while only 45.5% in the control class could do it. , And 9% of students said it was difficult to listen carefully. In the question of "Compared with other subjects, do you like the Non-Linear Editing class more?" 72% of the students in the experimental class showed a positive attitude, and the control class accounted for 54%, which was also lower than the experimental class. In the question "Are you paying attention to news about non-linear editing after class?" very few students in both classes said that they never paid attention. 48% of the experimental class said they would pay attention to it frequently, while only 18.2% of the control class Will take the initiative to pay attention.

In the "learning attitude" related questions, the overall situation of the experimental class was better than that of the control class. Regarding the question of "Do you take the initiative to ask teachers and classmates if you encounter problems with your homework?", 80% of the students in the experimental class said they would do this, while only 45.5% were in the control class. Most students had a typical attitude towards learning problems. 9% of students never take the initiative to ask teachers and classmates for advice. In the question "Will the teacher take the initiative to answer the teacher's questions in class?", 56% of the students in the experimental class would do so, and 36.4% in the control class. It is worth noting that 22.7% of the students in the control class said they would never take the initiative to answer Teacher'sTeacher's classroom questioning. In the question "Will the tasks assigned by the teacher in the class be actively completed?", 88% of the students in the experimental class will complete them carefully, and only 68.2% of the students in the control class will actively do the small tasks in the class.

In the "learning effect" related issues, the advantages of the experimental class are more prominent. Regarding the question "Do you have a basic understanding of the content learned in Non-Linear Editing this semester?" In the question, 72% of the students in the experimental class have understood what they have learned, and only 22.8% in the control class. Most of the students have an understanding of what they have learned. Generally. In the question "Can you contact the old knowledge when learning new knowledge?" 64% of the students in the experimental class can do it, and 36.4% of the students in the control class can do it. In the question "Can you complete the classroom tasks assigned by the teacher within the specified time?", 88% of the students in the experimental class said yes, and 63.6% in the control class. In the question of "Can you be proficient in using what you have learned in your future positions?", 68% of the students in the experimental class said it was okay, while only 27.3% were in the control class.

Finding and Conclusion

Teachers from the School, Academic Affairs Office, said that currently, due to the influence of national policies, the difficulty of entering ordinary undergraduate universities has been reduced a lot. With the development of the times and the grim employment situation, people are more inclined to go to universities and strive for higher diplomas, so higher vocational Technical schools generally have difficulty enrolling students. After the various levels of selection by the university, the enrollment of higher vocational colleges are all students with "no study to go to," and the quality of the source of students is poor. These students have severe problems in their learning attitude, learning habits, and cognition towards learning. . On the other hand, due to the state's support for higher vocational education, there are poverty allowances in addition to tuition fees, parents do not need to pay too much and do not pay much attention to their children's studies. For Teaching, these fundamental academic problems are the most significant.

Some practical problems were also found in the conversations with teachers in various subjects. Due to the relatively low level of higher vocational education, the quality of students is uneven, and Teaching is difficult to standardize. The biggest problem for students is the derailment of theory and practice. School conditions are relatively backward and insufficient to meet the development of advanced non-linear editing courses. Students are relatively weak in practical skills. Students are accustomed to long-term lectures and continue their previous slack learning state. They urgently need to change new teaching methods. At the same time, some teachers said that they are also trying new teaching methods this year. Among them, they are more interested in flipped classrooms and are constantly. Much experience has been accumulated in practical Teaching. Whenever students are asked to discuss study cases in groups, students seldom concentrate on study. Instead, they become openly chatting in the classroom. Discipline maintenance and content learning conflict with each other, and classroom efficiency are low.

As for the students, when asked about "Do you like the major of digital media art?", half of the students expressed average interest. In the beginning, I chose this major not for my liking, and most of them were misunderstandings. As a result, only a small number of students said they liked this major before applying.

However, whether they like it or not, everyone has a common worry. They are confused about employment after graduation and feel unconfident about whether they can successfully find a job with their majors and academic qualifications. When asked about "Which teacher do you like to go to class?" the students answered very positively, their views were very consistent, and they all expressed their love for a specific teacher, indicating that this TeacherTeacher is humorous in class often tells stories. Everyone likes the lectures.

For students, different teaching methods affect whether students can listen carefully, and the effect of listening determines the degree of knowledge and skills of students and thus determines the degree of competency required by the students when they graduate and get employed. From the perspective of allowing every student to obtain employment in the major successfully, they have learned, adopting teaching methods suitable for higher vocational students and subject characteristics is a significant problem facing teachers today.

In the face of the above problems, after research, it is found that in terms of students' learning interest, after a semester of learning, with only different teaching methods, the experimental class students' learning interests are much higher than those of the control class. We can get the experiment conclude that the task-driven method has a positive effect on improving the learning interest of vocational students in the course of non-linear editing. In terms of learning attitude, the overall performance of the experimental class is good, and the tasks can be completed with a positive attitude and smoothly. The students in the control class generally had a majority of attitudes towards learning, and there were a small number of students with very negative attitudes in every question. We can conclude that the implementation of task-driven teaching method is effective in correcting students' learning attitudes. The learning effect is the final result of Teaching. For the higher vocational choreographer major, the acquisition of skills is significant. From the above data, it is not difficult to see that the experimental class is more prominent in the proactive ability due to the implementation of the task-driven method. The degree of knowledge understanding is more profound, while the students in the control class have a general level of knowledge and skills. It can be seen that the task-driven method is more qualitative than traditional methods in terms of in-depth understanding and mastery of skills for higher vocational students. Promote.

Recommendation

Judging from recent research in my country, in 2010, Lei Yanqiu used task-driven methods in computer courses and believed that computer courses are more practical, just in line with the characteristics of task-driven teaching methods, and can effectively improve students' computer operation level (Lei, 2010). In 2011, Yuan Fuhua carried out a detailed classification and division of the evaluation methods of task-driven teaching methods and more comprehensively pointed out the evaluation methods used in Teaching, which played a guiding role in the subsequent development of teaching evaluation (Yuan, 2011). In 2016, Yin Jieyuan applied the task-driven method to Chinese practical Teaching. After a period of teaching experiments, it was found that this method has substantial effects on students' expression ability, writing ability, and operation ability. Speed up students' ability to learn and master the following knowledge. It can be seen that the conclusions of this research are consistent with previous research results, and the application of the task-driven method in the teaching process can effectively improve the quality of Teaching (Yin, 2016).

Through a one-semester teaching experiment, the task-driven teaching method has achieved good results in the Teaching of "non-linear editing" in higher vocational colleges, but it also has some shortcomings. The experimental period is short, and the research has not received long-term, in-depth analysis, the number of classes in Quanzhou Vocational College of Light Industry is small, and the data is not systematic enough due to insufficient research objects. At the same time, the researcher's ability is limited, and the experimental mode needs to be further optimized. These questions will be perfected and optimized in the author's subsequent research, and I also look forward to future research on task-driven teaching methods that can put forward more perfect solutions.

In future Teaching and research, we should systematically explore the application of task-driven methods in higher vocational colleges when the total number of students and sufficient time are available and use a more comprehensive and reasonable indicator system to more scientifically drive tasks. The teaching method is verified, the discipline rules are found, and the most efficient and reasonable teaching method suitable for higher vocational students is explored.

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Research on the Optimization of Teaching Management of Maker Education in Colleges and Universities

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Abstract

In the process of national development, innovation is the inexhaustible driving force and the soul of national progress. At present, with the continuous development of China and the increasing demand for innovative talents, the word "Maker" appears in people's life. Makers have the spirit of innovation and strive to turn inspiration into reality. This is a manifestation of democratization and innovation in the context of the new era, which is conducive to the prosperity of the nation and is also an important force for the advancement of the country. In 2015, China's Ministry of Education issued "Guiding Opinions on Comprehensively and Deeply Promoting Educational Informatization during the 13th Five Year Plan", which proposed that the Ministry of education should explore the modes of maker education and steam education, and vigorously promote the innovative development of teaching. Maker education means the integration of education and maker culture, and its purpose is to develop students in an all-round way. This paper will focus on analyzing the optimization measures of teaching management of maker education in Colleges and universities, so as to provide a theoretical basis for teaching practice.

Keywords: colleges and universities;teaching management;optimization measures; maker education

Research Background

"Maker" was first proposed by American scholars, indicating that creativity was transformed into reality through hands-on practice. In his 2014 "Maker Carnival" speech, Obama pointed out that in the development of the maker movement, American universities played a leading role and all students had equal opportunities to create. In 2018, the New Media Alliance of America stated in the "Horizon Report" that higher education needs to develop maker space in a short time. At present, maker education leads the development direction of educational reform and is regarded as the main theme of the concept in education (Dong & Jiao, 2021). In 2015, the Chinese government proposed "to let makers stand out from the crowd" and "Mass Entrepreneurship, Mass Innovation". At the same time, China's Ministry of Education proposed in the "Guiding

Opinions on Comprehensively and Deeply Promoting Educational Informatization During the 13th Five-Year Plan" that the Ministry of Education should constantly explore maker education, promote continuous innovation in education, and cultivate innovative talents. In 2017, China issued "the 13th Five-Year Plan for the Development of National Education", and stated that vocational education is a short board in the education system, and attention should be paid to cultivating students' innovative and entrepreneurial abilities.

In recent years, China has put forward many supporting policies in the development of vocational education. The development opportunities of Vocational Education in China are increasing and facing more challenges. In 2019, The State Council of China issued the "China Education Modernization", emphasizing that the important task of educational modernization is to cultivate first-class talents and innovation ability. Therefore, the school organizes activities related to innovation education, which laid the foundation for college students' entrepreneurship. It can be seen that it is imperative to integrate maker education into the teaching reform of higher education, which is helpful to cultivate comprehensive talents who devote themselves to practice and have innovative spirit.

At present, colleges and universities continue to promote maker education in the form of developing maker education courses, establishing maker space, organizing maker associations, carrying out maker activities, etc. There are deficiencies in high maker education, such as lack of awareness of innovative talent training, lack of interdisciplinary and interdisciplinary practical activities, etc. This paper comprehensively analyzes the problems existing in maker education and constantly optimizes teaching management.

Research Problems

At present, there are some problems in maker education in Colleges and universities in China, such as insufficient awareness of cultivating innovative talents, lack of interdisciplinary and interdisciplinary practical activities, and the separation of practical teaching from market demand and social demand. The details are as follows: 1. insufficient awareness of innovative talent training. In the practice link, colleges and universities leave less time for students to think, and do not pay attention to cultivating students' innovative consciousness, which is reflected in many aspects, as follows: Firstly, the practice link is mainly confirmatory, the operation mode is that teacher designs the steps in detail. Some students complete the experiment step by step. Secondly, there is less time for practice. In the process of making teaching plans, although the time for practical teaching increases significantly, the practical content also increases, and the time is tight in a single practice link. Thirdly, at present, various colleges and universities have carried out various forms and kinds of discipline competition in order to cultivate students' innovation consciousness. However, students lack enthusiasm and are unwilling to actively participate in the competition, and teachers have strong utilitarianism in competition guidance. They only pay attention to the award, and will not think about the project incubation after winning the award, which leads to the loss of competition projects. Fourthly, influenced by the concept of "neglecting practice and emphasizing theory", teachers become a mere formality in the design practice and assessment process, and can not give full play to the role of practical teaching. 2.Lack of interdisciplinary and interdisciplinary practice activities. At present, in students' practical teaching, students form teams based on majors and classes, and there are few ways to form teams across grades and majors, which is very unfavorable to students' interdisciplinary learning and extended learning. In addition, the process of practical teaching activities in China is mainly professional, and there are few practical activities based on interest, which has limitations in the cultivation of students' innovative consciousness. 3.practice teaching is divorcde from market demand and social demand. In the process of practical teaching, the school is relatively closed and conservative. The main content is that teachers rashly come up with knowledge points, which makes the practical activities lack systematicness, and the practical content is divorced from the market demand and social demand. However, if practical teaching is separated from market demand and social demand, the original significance of practical teaching will no longer exist.

Objective of the Study

To carry out maker education, we should fully grasp the essence of education, understand the law of education, strengthen the construction of educational connotation and obtain practical benefits. The teaching management optimization measures of maker education are as follows: 1.optimize the curriculum system and build a multi-disciplinary curriculum system. Maker education in Colleges and universities is different from classroom education in general, which is one of the beneficial supplements to classroom education. Maker education is an interdisciplinary form. When setting up courses, we pay attention to the integration of disciplines, use multidisciplinary knowledge to solve real problems, highlight knowledge analysis and knowledge evaluation, and pay particular attention to the use of existing knowledge to achieve creative purposes. Maker curriculum system emphasizes the cross integration of multi domain and multi-disciplinary knowledge, including the following points: first, the development of the times and the integration of curriculum content; Second, multi-disciplinary content integration; Third, the integration of practice and theory; Fourth, information technology integration. From the perspective of comprehensive interdisciplinary optimization of curriculum system, maker education integrates steam education and multi-disciplinary knowledge, including mathematics, art, engineering, technology and science. Practical and basic courses are designed by using digital technology equipment such as laser cutting machine and 3D printing. When investigating the maker education course, it includes not only the degree of understanding and the difficulty of knowledge, but also the practice of multi-disciplinary knowledge innovation and comprehensive transfer. Its content is mainly multi-disciplinary knowledge, reflecting the synergy, research and innovation and integration. In addition, maker courses are not arranged in a general and undifferentiated way, but should be a combination of low-level to high-level courses. 2. strengthen the construction of teachers and train the helmsman of education. Teachers play the role of assistant and coordinator in the process of education. They should use their skills, experience and knowledge to actively guide students and provide students with help and support. In order to adapt to maker education, teachers should constantly improve their comprehensive abilities and have the following core abilities: first, integrate multi-disciplinary knowledge; second, master operational skills; third, in addition, as a coach, teachers should have good control ability, management ability and organization ability, stimulate students' creative inspiration, guide them to research and design projects of interest, and help them build skills and knowledge (Shen, 2020). Colleges and universities should constantly innovate educational resources, take Internet technology as the carrier, build a highly adaptive, convenient and flexible network service system, and constantly improve teachers' level and ability. At the same time, colleges and universities need to give full play to their own integration effect and attract teachers from different majors and schools to conduct combined teaching in the team of tutors based on the actual needs of maker projects and maker spaces. At the same time, the schools can cooperate with companies, select talents from enterprises to serve as maker education tutors of the school, and guide students in the form of consultation, discussion and lecture. In addition, employing trainers and mentors outside the school can not only guide students, but also train maker teachers in Colleges and universities. When training maker teachers, the school can adopt new teaching methods, such as Mu class and micro class. Teachers use flexible and diverse ways to obtain real-time and global information resources.

3. based on the project, innovate the teaching model of maker education. Based on the scientific needs of the subject, combined with the content and needs of the subject, reasonably design and seek maker projects, which is the way to implement and consolidate maker education. In maker education, only by combining professional education and providing students with innovative ideas from a professional perspective can we practice learning and create. In the process of integrating professional education and maker education, we should improve the talent training program, and professional teachers should constantly strengthen their awareness of innovation, promote the improvement of creative level, and then naturally integrate professional education into maker Education (Zhou, 2021). In the process of strengthening professional education, interdisciplinary and interdisciplinary integration should be realized on the basis of specialty. Students in the same maker space have different majors and disciplines. Students should be encouraged to use their strengths and interests to participate in cooperation, so as to make up for and inspire each other. Students should actively introduce enterprise resources, create maker space, make full use of it, complete maker topics, exercise students' R & D ability and cultivate cooperation spirit and team consciousness in the process of project research. Maker education should also encourage students to return to real life, find problems and needs in scientific and technological imagination and real life, integrate with life, art, technology and disciplines, and explore innovative inspiration. In maker education and teaching, it is necessary to introduce flipped classroom, micro class and other teaching forms. In order to adapt to this educational means and form, the school needs to continuously improve and integrate the ability of technical subject teaching knowledge (TPACK), and integrate knowledge elements,

teaching methods and subject content. The school shall actively create an information-based learning platform, actively carry out the construction of high-quality curriculum information engineering based on E-Book Package, network platform and other educational resources, and adopt maker courses. 4.build a crowd-creation space and bring together multiple advantages. Crowd-creation space provides all elements, convenience and low cost for individual innovation and entrepreneurship and the growth of small and micro enterprises. Colleges and universities can organically integrate multiple resources through the establishment of crowd-creation space, provide students and teachers with places to create, share and communicate, create a good cultural atmosphere, and build a bridge for students to start businesses. There are many ways to create a maker space, which can be assembled in the school, and can also be jointly created in the enterprise maker space and regional maker space. For the maker spaces in colleges and universities, the existing conditions and resources should be fully utilized to create makerspaces in combination with the actual needs. The university can use the industry university research cooperation R&D center, experimental teaching demonstration center, etc. to create a multi-functional, highly accommodating and intelligent maker space. The space for mass entrepreneurship in colleges and universities needs to be practical and fully functional. A place for "incubation combined with investment, online combined with offline, and advantage combined with entrepreneurship" should be established to realize the all-win benefits of the government, enterprises, schools and students. When building a maker space in colleges and universities, we should provide students with open source software and hardware based on the principles of cross-border self creation, co-creation and open source sharing, and guide students in different fields and majors to share and design works, obtain practical experience and constantly innovate (Li, 2021).

Scope of the study

During the development of maker education, it is necessary to analyze the advantages and describe the management methods in detail according to the diversified education management theory, network education management system and human culture education management environment: 1.advantage analysis. Firstly, maker education management theory is diversified and has a perfect management system. Among them, the school management theory is the main management theory, which means that the school is the main body. Its characteristics include creativity, independence and autonomy, which are organically combined with the school running system and administrative system. In addition, people-oriented management theory is an important management theory, which can effectively improve the overall level of teachers. In recent years, process management theory is a new development theory, which attaches importance to improving students' enthusiasm. Secondly, at present, China's network technology is developing rapidly. Colleges and universities use network technology in the office system, including curriculum design, examination and file management, which are completed by computer, effectively saving time and significantly improving the efficiency of teaching management. Thirdly, environmental human culture. At present, with the continuous improvement of

China's educational environment, people pay attention to the construction of campus culture. Through the continuous enrichment of campus culture, teachers and students can feel the cultural atmosphere in time, and promote their self-cultivation, which is very beneficial to the smooth development of school management. 2.development trend of maker education. Whether it is a private university, a state-run university or an international school, it should constantly improve its own school running level and use a variety of ways to attract higher education resources. Based on the analysis of the flow of resources, the important force for the future development of higher education is citizens' higher education investment and social investment. It can be seen that the main direction of higher education in the future is to maximize the interests of citizens and society (Guo, Li & Wang, 2020). Maker education requires the continuous development of community education and distance education. For colleges and universities, they should accept laid-off personnel to continue learning and integrate educational resources by taking advantage of convenience, flexibility and low education cost.

Research Significance

At present, maker education has significant value in college teaching, which is reflected in both theoretical and practical significance. This study applies the concept of maker education in college teaching practice, constructs a new model of maker education concept, promotes the continuous development and enrichment of the application methods and theories of maker education concept in Colleges and universities, and provides a theoretical basis for teaching practice. Under the guidance of maker education concept, colleges and universities improve teaching forms, form typical cases of applying maker education concept in the field of education, provide guidance for teaching reform, and solve the problems of students' insufficient innovation ability, low learning investment and poor practical ability.

Theoretical framework

Pragmatic Theory

John Dewey, an American educator, first put forward the pragmatic education theory, whose core content is to elaborate the teaching theory. John Dewey emphasizes the practicality of learning knowledge and requires the unity of knowledge and practice. Peirce's pragmatism teaching method, John Dewey's pragmatism teaching theory and William James's pragmatism truth form the theoretical system of pragmatism. John Dewey, an American educator, first put forward the pragmatic education theory, whose core content is to elaborate the teaching theory. John Dewey scholars emphasize the practicability of learning knowledge and require the unity of knowledge and practice. Peirce's pragmatism teaching method, John Dewey's pragmatism teaching theory and William James's pragmatism truth form the theoretical system of pragmatism. Social changes are complex, and the purpose of education is for students to better adapt to changes and promote their own ability. However, it is not enough to rely only on the classroom to obtain information, and it does not meet the development needs of the times. We need to constantly learn experience and knowledge in social practice. The concept of maker education puts forward "practical experience and hands-on operation", emphasizing students' personal experience and letting students feel the fun in the creative process, which is consistent with the concept of learning by doing (Zhao, 2021).

Constructivist Theory

Piaget first put forward the view of constructivism, which said that knowledge is not taught by teachers, but combined with learning materials with the help of others in a specific environment, meaning construction and final acquisition. Jonathan scholar said that cooperation, reality, intention, construction and active learning are meaningful learning. In classroom teaching, students should not passively accept learning, but should combine with their own experience background to process and process information and build personal meaning. Constructivism theory says that students are the main body of learning, learn to use knowledge, not passive acceptance, internalize learning knowledge, reconstruct personal knowledge, and finally solve practical problems. In this study, the design of each teaching stage is based on constructivism theory. Students use cooperative learning, independent exploration and other methods to construct learning knowledge, internalize their own knowledge, and lay the foundation for the flexible use of knowledge.

Situational Learning Theory

Jean Leff and Edina Wenger put forward the theory of situational learning in 1990. In the process of cultivating college students, situational learning theory adapts to the training methods, takes the maker education concept as the guidance, and the new teaching model emphasizes student-centered, solves the existing problem homework with the help of group members and teachers, and cultivates students' comprehensive abilities, including problem-solving, communication and writing skills.

Connotation and Value of Maker Education

As for maker education, experts discussed the value connotation of maker education from different angles. Xie zuoru and Wu Junjie are the practice leaders of maker education in primary and secondary schools. They have been engaged in the exploration of the road of maker education. Based on the reality of primary and secondary schools, they analyzed and put forward that maker education is a kind of quality education and a combination of maker culture and education. They pointed out in detail that the purpose of maker education is to cultivate interdisciplinary problem-solving ability, team cooperation ability and innovation ability, The training process needs to be based on students' interests, adopt project-based learning methods, use digital tools, advocate creation and encourage sharing. Maker education is the integration of maker concept and education. Some scholars put forward that maker education is an educational paradigm. It is a wave gradually developed inside and outside the campus with the rise of maker movement and the spread of maker culture. Digital technology is not only the content of education, but also the means of teaching. Maker education is a new educational paradigm produced by the continuous integration of digital technology and education.

Hypotheses

Based on the research of this paper, the following assumptions are put forward: 1. In the process of developing maker education and cultivating innovative talents, colleges and universities mainly rely on maker space and open to students independently. Influenced by teachers, funds, space environment and other factors, maker space needs to implement work access system and project access system. Students apply for entry by using creative projects, creativity, works, etc., and the students organize experts to review. After the review is passed, the project can enter the maker space. After entering the maker space, students will take the project as the center and organize relevant personnel to communicate and participate. Generally, the maker space project is an international or provincial competition work, or a student innovation plan work, as well as a creative and independent project. This project or work is necessary for further incubation (Wang, 2017). 2. The development of maker education in Colleges and universities is a systematic project, which needs to be coordinated from the aspects of maker culture, maker courses, maker teachers and maker ideas. The ways can be specific to creating high-quality maker space, developing special maker courses, reshaping the role of teachers, breaking the traditional teaching mode, changing students' learning methods, etc. In this process, we should also pay attention to the promotion role of enterprises, government and social media, overall design and reasonable planning, take students as the center, and cultivate students' ability of innovation and creation based on the maker concept of "innovation, practice and sharing". 3.Maker space in Colleges and universities is the support for the implementation of maker education in Colleges and universities. High quality maker space does not lie in the size of physical space or the number of makers, but in the innovation and creativity of makers. To create a high-quality maker space, first of all, colleges and universities should actively create a maker cultural atmosphere of innovation, practice and sharing. By holding maker salons, maker competitions, maker marathons and other forms, interdisciplinary students' innovative consciousness, innovative thinking and innovative ability are cultivated to mobilize students' potential. Make full use of the common space with large space, complete equipment and diverse materials for teachers and students of the school, such as chemistry laboratory, physics laboratory and library. 4.Teachers are the basic elements of educational activities, the main body to guide and promote maker learning, and the key factor to promote the progress of maker education in Colleges and universities. Considering the types of maker teachers, colleges and universities should cultivate professional and part-time maker education teachers. Firstly, teachers should straighten out their role orientation, open their mind, and become classroom designers, organizers, guides and learners. When designing maker projects, teachers should fully consider students' existing knowledge structure and areas of expertise, and maximize students' use of multi-disciplinary knowledge to solve problems. Secondly, teachers should not only have professional knowledge, but also master emerging information technology, design reasonable maker teaching cases, plan time reasonably, and encourage students' innovation consciousness and teamwork spirit.

Literatures Review

Maker education originated in the United States. The "garage culture" with the essence of creation and innovation is an extremely important part of American culture. This culture not only promoted the development of American maker movement, but also promoted the birth of the first maker fair in the White House on June 17, 2014. As early as 2009, Obama mentioned in his campaign speech that young people should engage in science and engineering, the creators of creating and doing things, not just consumers. It can be seen that the United States attaches great importance to innovation and creation. At present, more than 60 universities such as the University of Wisconsin, Madison, University of Nevada, Reno, University of Mary Washington and Stanford have successively opened maker spaces on campus. The maker culture expressing innovation and common development has swept across the United States. Colleges and universities have vigorously promoted the maker movement and created a maker space, regardless of grades and disciplines, with higher openness, flexibility and freedom, which has been highly valued and strongly supported by the government and society, It is developing into an experimental field for training American scientific and technological innovation talents.

The theoretical system of pragmatism mainly includes the following aspects: 1.the essence of education is "education is growth", "education is life" and "education is the continuous transformation of experience". 2.The purpose of education is the discussion of "education has no purpose". 3.The basic principle of teaching is "learning by doing".

The learning viewpoint of constructivism theory can be summarized as follows: 1.learning is a process in which learners actively construct internal psychological representation. It includes not only structural knowledge, but also a large number of non structural experience background. The acquisition of knowledge is the result of the interaction between the learning individual and the external environment. People's understanding of things is related to their previous experience. Therefore, the judgment of right and wrong knowledge is relative, not absolute. When learners form their own internal expression of knowledge, they constantly modify and improve it to form a new expression. Therefore, this internal expression is an open system. When learners learn knowledge units, they actually form knowledge bodies one by one. Each knowledge body is a small structure, and the learning of a new knowledge unit is based on the original knowledge structure. Each knowledge structure includes two basic elements, namely knowledge unit and chain. Chain is an open connector waiting for perfection, which ensures the addition of new knowledge units. Only when learners really master what they have learned can they form a reliable knowledge structure, and only a reliable knowledge structure is the basis for adding new knowledge units (Yang, 2020). 2.Learners build their own understanding of things. Different people see different aspects of things, and there is no unique standard understanding. However, through the cooperation of learners, the understanding can be richer and more comprehensive. 3.Learning must be in a rich context. The optimal context of learning should not be simple and abstract. On the contrary, learning can become more effective only in the real-world situation. The purpose of learning is not only to let students know some knowledge, but also to let students really use the knowledge to solve problems in real life. In some real world situations, how learners' knowledge structure plays a role and how learners use their own knowledge structure to think are the key to measure the success of learning.

The characteristics of situational learning theory are as follows: firstly, situational based action, people can directly contact the environment, interact with the environment and take action. When learning skills and knowledge, we should teach general skills and transfer to more scenarios, then teach knowledge in the process of scenario application, and propose to learn knowledge under a certain background; Secondly, legal marginal participation, in which legal means that the community of practice accepts unqualified and newly joined people; Edge means that new members do simple and edge work in the early stage and contact the core technology after the technology is mature; Participation means participating in the community of practice and learning knowledge in the process of practice, mainly because knowledge comes from practice rather than books. When constructing the community of practice, we should pay attention to the importance of community and practice (Zhong, 2017).

Through the summary of the relevant theoretical research on the cultivation of innovative thinking, we believe that the characteristics of innovative thinking should be the following: 1.Uniqueness is to use new perspectives and ideas that have never been seen before to understand and treat things, put forward new ideas that ordinary people can't think of and haven't put forward, and reflect the depth of thinking. To cultivate the uniqueness of thinking, we need to change a new perspective to observe thinking problems, so as to increase unique thinking achievements. Through the understanding of innovative thinking, we can find that the uniqueness is the most important feature of innovative thinking. 2.Flexibility refers to the flexibility of thinking about problems and being able to find solutions from all directions and angles. It is the expression of a person's flexibility and reflects the breadth of thinking. The flexibility of innovative thinking determines that a person has no fixed mode in the process of thinking or specific creation. He can jump from the current idea to another idea and explore ways to solve problems from many aspects. Only by breaking the Convention and breaking through the existing thinking pattern can we get new ideas, find real useful knowledge to improve the goal, and finally complete the goal of innovation. 3.Divergence means that in the process of the formation of innovative thinking, we can contact the relevant elements of a problem, expand thinking, deeply understand the essence of the problem according to relevant knowledge, and draw inferences from one instance on this basis. The realization of the divergence of innovative thinking is the integration of a variety of knowledge and information. Therefore, only the abundant knowledge can be able to find new laws on the basis of existing information and produce new ideas. At the same time, it also needs the support of the combination of theory and practice. A single knowledge has certain limitations, and no idea can be divergent in a single knowledge. Fluency is the ability of innovative thinking to respond to external stimuli. The fluency of innovative thinking is generally reflected in two aspects: on the one hand, individuals can quickly think about more innovative achievements in a short time; On the other hand, it is reflected in the individual's Association fluency of things. People with good association fluency can quickly think of many and appropriate solutions in a short time when they encounter sudden problems. Therefore, the cultivation of creative thinking fluency can be carried out by cultivating associative thinking.

Research methodology

9.1. Literature Research Method

This paper investigates the current situation of maker education through literature research, analyzes the teaching mode of maker education in Colleges and universities, and then analyzes the existing problems. At the same time, it summarizes the relevant theories of maker education to provide a theoretical basis for research.

9.2. Questionnaire Survey Method

Distribute questionnaires to students and teachers to understand the problems existing in maker education in colleges and universities, and ensure that the teaching model is targeted. In addition, after the completion of the action research, the questionnaire survey method is used to record the learning effect of students through the new teaching model to verify the effectiveness of the teaching model.

9.3. Interview Method

The interview method refers to the use of oral conversation, in which the respondents answer questions and obtain unbiased, objective and in-depth factual materials. In this paper, teachers are interviewed to understand teachers' views on teaching model, and teachers put forward expectations and suggestions on teaching model.

Finding and Conclusion

This study helps to improve students' professional skills by studying the relevant literature of maker education in Colleges and universities, investigating the current situation of maker education and teaching in Colleges and universities, and integrating new teaching methods and ideas. However, there are still some problems in maker education, as follows: 1.At this stage, college education does not pay attention to cultivating students' innovative ability, but only blindly imitate and practice repeatedly to achieve the purpose of memorizing professional knowledge. 2. This method is not conducive to students' learning for application, resulting in problems such as lack of critical thinking, low learning investment and lack of innovation and creativity, which is not in line with the training purpose of colleges and universities (Duan, Li, & Fu, 2019).

3. In view of the problems existing in current college education, maker education is introduced into college teaching to build a teaching model guided by the concept of maker education, also known as IECA teaching model. The IECA teaching mode is composed of four stages, namely, scene inspiration stage, communication ability stage, maker experience stage and display evaluation stage. Each stage is linked, and trains students' innovation and creativity ability, cooperation ability, communication ability and critical thinking ability, so as to improve students' learning investment and learning interest. Applying the new model in practical teaching, summarizing the new teaching model, and finally cultivating students' innovative and creative ability, writing ability, communication ability and critical thinking ability has remarkable effect and feasibility (He, 2020).

Recommendation

11.1. Changing the Role of Teachers

In traditional practical teaching and classroom teaching, teachers are knowedge disseminators. In maker education, especially in the later stage of practical teaching, teachers do not necessarily understand and be familiar with the knowledge required by students' innovative projects and knowledge required for creativity, which means that teachers should change their roles from knowledge imparters to instructors, designers, organizers and learners. In the teaching process, only by changing their roles can teachers explore together with students to achieve the goal of teaching and learning.

11.2. Make Full Use of Information Means and Technology

In the development of maker education, information technology has created a good environment for makers to communicate, interact and share resources without geographical restrictions. Therefore, students should use information means to obtain resources and have the ability to carry out independent learning on the Internet. With the continuous development of information technology in China, new teaching methods have emerged, such as MOOC and flipped classrooms, highlighting the dominant position of students. Teachers introduce new teaching methods and reform the traditional teaching model according to the actual needs.

11.3. Do not Limit the Method and Content of the Test Link Too Much

The experiment link helps to cultivate students' innovative consciousness and exercise their practical ability. This link cannot limit the experimental methods and experimental contents too much. and cultivate students give full play to their creativity and imagination, practice and think independently, and actively innovate in exploration.

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The influence of transformational leadership on enterprise's innovative capacity: A case study of IT companies in China

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Abstract

This research paper focused on the influence of transformation of leadership on enterprise's innovative capacity with a case study of IT in China. The current business environment is overwhelmed by the progress of technology, the increasing and dynamic expectations of customers and the competitive landscape. Continuous innovation has become necessary an imperative for the majority of companies regardless of their sector of activity. Leadership is an important factor that influences the attitudes and behaviors of subordinates with respect to organizational goals. Leadership creates visions, supports to build relationships and increases the interest of subordinates. The objective of this study was exploring how to master transformational leadership theory is introduced on the study of IT corporate, innovation capability of enterprises, promoting the relationship between transformational leadership and innovation capability in China. In this research, researcher employed a causal and descriptive research design to determine the cause-and- effect relationships among transformational leadership on enterprise's innovative capacity. The sample size and population of this study was survey of 170 corporate employees and 32 leaders in 44 IT companies in Beijing, Shanghai, Guangzhou, Shenzhen, and Guangxi. Researcher used the Simple Random Sampling an advance calculator to assign numbers according to the amount of the population, and then select each number at random to form a sample. This paper analyzed Sample Mean t-Test to analysis the Mean how relationship with organizational change to meet the hypothesis test. The finding result showed that the model validates that personalized care plays a significant role in influencing the variables in all three dimensions. Transformational leadership provides self-confidence to subordinates, increases intrinsic motivation, inspiration, and supports innovation, personal development, and social relationships among the enterprise. The influence of leadership on innovation within organizations was an extremely important subject, a feature which will remain relevant in the future of the company.

Keywords: . Enterprise, transformational leadership, innovation capability.

Introduction

Leadership is a learning process characterized by continuous practices with increased knowledge to deal with dynamically occurring changes in an organization. The expectation from a leader are always high, particularly towards achieving increased performance (Effiyanti, Lubis, Sofyan, & Syafruddin, 2021).
Organizations face an increasingly dynamic and complex environment. In order to survive and thrive in this environment, organizations must become more creative and innovative. Innovation through creativity is essential for organizations to gain competitive advantage (Namada, 2018). As a result, researchers are increasingly focusing on factors that enhance organizational creativity and innovation. Leadership is one of the factors that play an important role in organizational creativity and innovation in the workplace (Kozio-Nadolna, 2020).

Among the many types of leadership, the relationship between transformational leadership and organizational creativity and innovation is becoming the focus of scholarly attention. Transformational leaders raise subordinates' expectations of performance (Zhang, Waldman, Han, & Li, 2015). Work to reshape subordinates' personal values and sense of self, and push subordinates' needs and aspirations to higher levels (Hu, Gu, & Chen, 2013). It has been shown that transformational leadership not only contributes directly to organizational creativity and innovation, but also indirectly through a number of mediating and moderating variables. It is important to review the literature in this area in order to reveal the mechanisms and pathways of transformational leadership on organizational creativity and innovation, and to provide researchers with an overview of the existing research in this area and directions for further research.

Research Background

Current international and national studies show that: Leadership style is a very important factor for the success of contemporary companies in meeting the challenges of survival and growth. Leadership style has a significant correlation and influence on employees' self-growth, job satisfaction, stimulation of their individual creativity, and the improvement of the organization's overall innovation capacity (Long, Yusof, Kowang, & Heng, 2014). Nowadays, leadership issues have become a common focus of management researchers and practitioners.

Research Problems

(1) Leadership is a key situational variable in a team or organization, and it is important to study the impact of leadership on organizational creativity and organizational innovation. The original intent of transformational leadership was to change the mental models of employees so that they would think more about their contribution to the organization rather than about the organization benefits for them (Jaroliya, & Gyanchandani, 2021).

(2) The underlying mechanisms of transformational leadership affecting organizational creativity and organizational innovation have been revealed to some extent.

(3) For organizational innovation, team innovation and organization-level innovation have been studied more often, and individual innovation has been less studied.

(4) The moderating role of transformational leadership has also been largely untested. This result may be due to the fact that the main effect of transformational leadership on organizational creativity and organizational innovation is more pronounced, while the moderating effect is dwarfed. Another reason may be that no appropriate variables were found to interact with transformational leadership on organizational creativity and organizational innovation.

(5) It is important to examine the relationship between transformational leadership on organizational creativity and innovation using cross-sectional data. However, this approach somewhat ignores the dynamic nature of organizations. Organizations exhibit different characteristics at different life cycle stages, and the role of transformational leadership on organizational creativity and organizational innovation varies.

Therefore, it is important to further distinguish the different mechanisms of action of transformational leadership and other leadership approaches in influencing organizational creativity and organizational innovation. A scientific categorization of organizational creativity and organizational innovation is carried out to study the role of transformational leadership on different categories of creativity and innovation. For example, organizational innovation can be divided into incremental innovation (Incremental Innovation) and breakthrough innovation (Radical Innovation), Administrative Innovation and Technological Innovation, as well as Product Innovation and Process Innovation (GumusluǑ lu, & Ilsev, 2019).

Objective of the study

This paper conducts a study on the context of Chinese traditional culture, the characteristics of transformational leadership theory in Chinese.

To explore how to master transformational leadership theory is introduced on the study of IT corporate in China.

To analyze how to supporting the study of innovation capability of enterprises is discussed from the perspective of leadership effectiveness.

To study how to promoting the relationship between transformational leadership and innovation capability is studied from the perspective of individual creativity stimulation and the relationship between individual creativity and organizational innovation capability.

To build more exploratory function of structural equations to construct a model of the role and contribution of transformational leadership to individual creativity and Of course, this study has some limitations in terms of the breadth of sample coverage and the time span of the study.

There are some limitations in this study. Future research can further analyze the mechanism of transformational leadership at different levels of the mechanism of leadership behavior. Future research can further analyze the mechanisms of transformational leadership at different levels of leadership behavior. If conditions and resources permit, a cross-cultural comparative study of leadership behavior and corporate innovation can be conducted to explore the differences in transformational leadership behavior between Chinese and Western cultures. It is also necessary to strengthen longitudinal studies with a certain time span. It is also necessary to strengthen longitudinal studies with a certain time span in order to obtain more complete and accurate findings.

Scope of the study

This paper is divided into three main research areas, which are transformational leadership, individual creativity and corporate innovativeness. The first research scope focuses on the basic status and development stages of Western leadership to study the origin and development direction of transformational leadership and its representative figures and ideas. The second research scope mainly compares individual creativity and related theoretical reviews, such as the intrinsic motivation of individual creativity and the change of individual creativity under the psychological authorization of leadership. The third research scope focuses on the review of corporate innovation capabilities and related theories to consider the necessary conditions for the generation of corporate innovation capabilities and the paths for the cultivation of corporate innovation capabilities.

Research Significance

This study has certain significance and value in both theory and practice.

1. Studying the application of transformational leadership theory in IT industry in the context of Chinese economy and culture will lead to more experience and strategies. The management system of Chinese IT companies is influenced by Chinese cultural traditions and inevitably still in the state of relying on the system to manage, to achieve leadership change among leaders is where the theoretical significance of this study lies.

2. There is a correlation between transformational leadership and corporate innovation capability, and this correlation has been studied by many scholars from different perspectives on this issue from different directions, but there is not much research from the perspective of how transformational leadership behaviors drive individual employee creativity and organizational innovation capability.

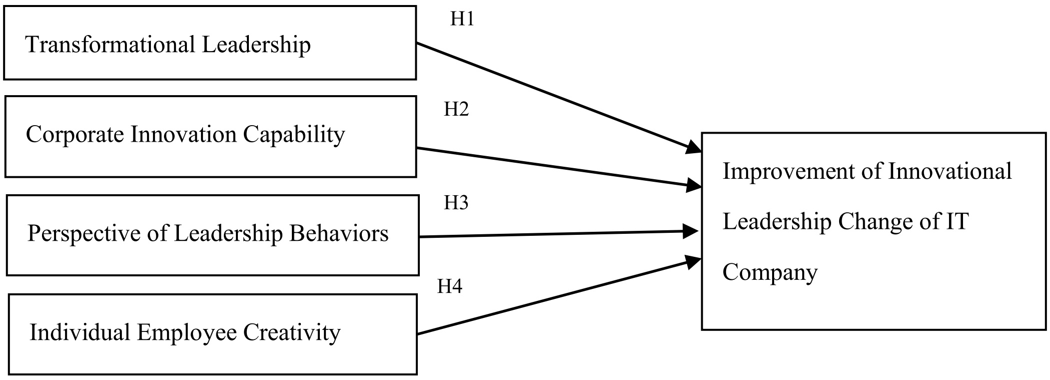
3. From the perspective of leadership behaviors that create conditions for individual employee creativity, business leaders play an important role in the process of employee creativity stimulation, and transformational leaders raise the performance expectations of their followers (Jaroliya, & Gyanchandani,

2021). They "seek to change followers' personal values and self-concept, and motivate followers to develop higher levels of needs and desires" (Tourish, 2019).

4. This study demonstrates the development process for the improvement of the firm's innovation capability, which is what makes the firm's survival rate increase and the survival period extend. There are leadership factors, organizational learning capacity factors, work environment factors that contribute to innovation (Smith, Busi, Ball, & Van Der Meer, 2008). 4, complexity of work and form of supervision factors (Soomro, Mangi, & Shah, 2020). 5, organizational culture and climate factors, (Iljins, Skvarciany, & Gaile-Sarkane, 2015). 6 , CEO's income factors (Tatiana, & Iuliia, 2014).

Among these myriad influencing factors, the leadership factor is considered by many scholars to be the most important one (Gandolfi, & Stone, 2018). 5.The study will provide a theoretical basis for the transformational leadership improvement of business managers. According to Bass, training managers to become transformational leaders in organizations will greatly contribute to organizational performance and development, and enhance organizational innovation and competitiveness. Therefore, identifying the mechanisms and mechanisms of transformational leadership to stimulate employees' creativity and enhance organizational innovation will provide theoretical reference for corporate practice and theoretical guidance for corporate managerial training.

Theoretical Framework Model



Hypothesis of the Study

H1: There is relationship between Transformational Leadership and Improvement of Innovational Leadership Change of IT Company.

H2: There is correlation between Corporate Innovation Capability and Improvement of Innovational Leadership Change of IT Company.

H3: There is positively relation with between Perspective of Leadership Behaviors and Improvement of Innovational Leadership Change of IT Company.

H4: There is significantly correlation with between Individual Employee Creativity and Improvement of Innovational Leadership Change of IT Company.

Literature Review

Burns was the first researcher to propose the notion of transformational leadership in 1978, and Bass and Avolio were the ones who expanded on it (Reid, & Dold, 2018). Northouse derived that transformational leadership has an additive effect: it moves followers to perform beyond their usual expectations, beyond the achievement of the expected outcomes that transactional leaders usually facilitate through contingent reward or management by exception (Northouse, 2018).

When leaders and followers work together to enhance each other's motives and ideals, transformational leadership occurs. The transformation of leadership leads to a mutually beneficial partnership. reciprocal stimulation and elevation that transforms followers into leaders and has the potential to convert turning leaders become moral agents has a transformative effect on both followers and leaders. decision-makers (Arnold, 2017).

Jung, Chow, & Wu, (2003) based on previous relevant studies, proposed that transformational leadership includes six dimensions: expounding vision, providing appropriate role models, promoting the acceptance of group goals, high performance expectations, providing personalized support and intellectual stimulation (Jung, Chow, & Wu, 2003).

There has been little study conducted on the precise link between transformational leadership and innovative work behavior. A variety of reasons are advanced to support the hypothesis that transformational leadership has a good impact on IWB. Transformational leadership, according to Ramsey, Rutti, Lorenz, Barakat, & Sant'anna, (2017), Is replete with inspiring motivation, a collective sense of mission, self-confidence, heightened awareness of goals, exciting vision, and aspiration. These features of transformative leadership stimulate intellectual stimulation, intrinsic motivation, support for innovation, and employee creativity (Ramsey, Rutti, Lorenz, Barakat, & Sant'anna, 2017).

In today's competitive and dynamic economy, innovation is a critical aspect for organizational success. One of the most important characteristics identified by the researchers is leadership. Significant determinants of creativity and innovation. Grošelj, Černe, Penger, & Grah, (2020) also remark that there is rising interest in the influence of transformational leadership on creativity and innovation. The growing scholarly interest in novel setting is also shown in genuine leadership, which has become a "widespread emergent societal trend" and a "gold standard for leadership." While the ability to innovate at the organizational and national levels is a key factor for social and economic growth, at the individual level, innovation at work is a prerequisite for increased job satisfaction (Grošelj, Černe, Penger, & Grah, 2020).

Penger, & Grah, and others have shown that psychological empowerment moderates the relationship between transformational leadership and innovative behavior. Psychologically empowered individuals perceive themselves as competent and able to positively influence their work and work environment. Psychological empowerment leads to proactive, independent behavior. Transformational leaders increase the willingness of their subordinates to pursue innovation, and through psychological empowerment, subordinates perceive themselves as capable of innovation, which leads them to act on that willingness and be innovative in their approach to things (Penger, & Grah, 2020).

Transformational leaders teach their subordinates by example in thinking and generating new approaches. This modeling leads subordinates to believe that they too can generate new ideas. Most of the current research on transformational leadership is structural and dimensional of transformational leadership, while the most critical transformational force of transformational leadership has not been studied. The effect of transformational leadership is not only from the internal structure of the organization, but also from the internal structure of the organization. The effectiveness of transformational leadership is not only reflected in the internal structure of the organization and the emotional performance of its members, but also in the organizational structure, and the emotional performance of organizational members, but also in terms of organizational performance. The ability to generate organizational change that drives organizational change for good should be a necessary competency for transformational leaders (Jaroliya, & Gyanchandani, 2021).

On the other hand, a transformational leader should have insight into the changing environment and future trends, and future trends, and an effective grasp of the prospects for organizational change. The ability to implement effective leadership behavior is only possible after an effective grasp of the prospects for organizational change. Research in this area is scarce. Whether leader insight can be a mediating variable for transformational leadership effectiveness remains to be seen.

The effectiveness of transformational leadership is a mediating variable that needs to be further investigated. Meanwhile the practical guidance function of transformational leadership theory, i.e., There is a lack of specific research on how to use theory to develop transformational leadership and China's unique corporate culture. The extension of the empirical research on transformational leadership to the government sector will have a significant impact on the improvement of government cadres. To the government sector will have a catalytic effect on enhancing the transformational leadership of government cadres. The study of transformational leadership in the context of China's unique corporate culture is scarce.

Research Methodology

This study was quantitative research which uses questionnaire as a tool for data collecting process. The study employed a causal and descriptive research design to determine the cause-and- effect relationships among transformational leadership on enterprise's innovative capacity. Questionnaires are used to collect data and respondents answer questionnaires themselves. Researcher set research methodology that consists of research design, data collection and data analysis in order to achieve to objectives of the study (Kassu, 2019). Based on the review of literatures, questionnaire instrument has been developed and modified so as fit in with the context of transformational leadership on enterprise's innovative capacity of IT company in China (Abawi, 2017).

The sample size and population of this study is survey of 170 corporate employees and 32 leaders in 44 IT companies in Beijing, Shanghai, Guangzhou, Shenzhen, and Guangxi. Researcher used the Simple Random Sampling an advance calculator to assign numbers according to the amount of the population, and then select each number at random to form a sample without creating any subsets. The researcher had divided the questionnaire into three parts and employed the 1-5-point Likerst and review of academic literature, text and research articles, and identified the variables that related to the study (Abdul, 2010). The questionnaires were designed in English and translated into Chinese.

Data analysis is also important factor to understand in research. Researcher has found how the responses were responded calculating by Statistical Package for Social Sciences (SPSS) software, dealing with gender, age, income, marital status, occupation, education level and reliability of effectiveness of transformational leadership change and innovation of IT Company (Daniel, 2014). Firstly, the researcher collect the information and insights by analyzing raw data. Secondly, it can help researcher to interpret and understand related analysis. Finally, Techniques of analysis data or handle of data are important and can result in constructively researcher's objectives.

Ever studies conducted by the researcher are unique of its own kind and data are analysis as per individual researcher need or the studies conducted. However, all the data will be analysis will involve in editing the data and coding of the data which will be a combination of one or more data analysis will be techniques and will have to concern with presenting the results effectively. Finally, the researcher explains the Independent Sample Mean t-Test to analysis the Mean how relationship with organizational change to meet the hypothesis test.

Finding and Conclusion

Based on the theoretical discussion, this study applied the structured of transformational leadership behavior scale, the intrinsic motivation scale for equivalent employee, the employee psychological empowerment scale, and the organizational learning scale to survey 170 corporate employees and 32 leaders in 44 IT companies in Beijing, Shanghai, Guangzhou, Shenzhen, and Guangxi. Based on the data collection using SPSS 25.0 statistical software, reliability, validity, t-test, one-way analysis, correlation analysis, and regression analysis methods and techniques, the theoretical model and research hypotheses were validated, and the following important conclusions were drawn: the structural validity of transformational leadership is significantly different from that in the Western cultural context, intellectual stimulation cannot constitute a valid dimension, and in the Chinese cultural context The structure of transformational leadership measurement in Chinese culture is a three-dimensional model, which includes three dimensions: charismatic leadership, motivational inspiration and personalized care.

Table:1 Regression analysis of independent variable and dependent variable relatively

Model Summary

models	R	R side	Adjusted R-squared	Errors in standard estimates
1	.738 [a]	0.545	0.536	0.45396

a. Predictor variables: (constants), Organizational guidance of creativity, Personal motivation, Psychological empowerment, Transformational leadership

The table 1 shows that R-squared is 0.545, so it shows that the independent variable explains 54.5% of the information content of the dependent variable. It means that the independent variable explains the dependent variable relatively well.

Table:2 Dependent variable firm innovation capacity

ANOVA [a]

models		square	(number of) degrees of freedom (physics and statistics)	mean square	F	saliency
	return to	48.671	4	12.168	59.043	.000 [b]
1	residual	40.599	197	0.206		
	aggregate	89.270	201			

a. Dependent variable: firm innovation capacity

b. Predictor variables: (constants), Organizational guidance on creativity, Personal motivation, Psychological empowerment, Transformational leadership

The table 2 shows that the F-value is 59.043 and the significance is 0.000 which is much less than 0.05, so it shows that the regression equation is significant. Therefore, the significance level of constant, transformational leadership, and organization on creative direction are all 0.000, so it shows that constant, transformational leadership, and organization on creative direction can all be included in the regression equation.So, the regression equation is. Corporate innovation capacity = 1.103 + 0.323*transformational leadership + 0.26*organizational guidance of creativity

The model validates that personalized care plays a significant role in influencing the variables in all three dimensions. There was a positive correlation between transformational leadership and individual employee creativity and corporate innovation. Transformational leadership influences individual employee creativity through psychological empowerment and intrinsic motivation. Transformational leadership influences organizational innovation through organizational learning and organizational climate, with organizational climate playing a significant role. There is a significant positive correlation between individual employee creativity and corporate innovativeness. The paper presents, evaluates and explains the obtained findings.

Recommendation

Based on the theoretical discussion, this study applied the Structured Transformational Leadership Behavior Scale, the Intrinsic Motivation Scale for Equivalent Employees, the Employee Psychological Empowerment Scale, and the Organizational Learning Scale to survey 170 corporate employees and 32 leaders in 44 IT companies in Beijing, Shanghai, Guangzhou, Shenzhen, and Guangxi. Based on the data collection using SPSS 25.0 statistical software, reliability, validity, t-test, one-way analysis, correlation analysis, and regression analysis methods and techniques, the theoretical model and research hypotheses were validated, and the following important conclusions were drawn: the structural validity of transformational leadership is significantly different from that in the Western cultural context, intellectual stimulation cannot constitute a valid dimension, and in the Chinese cultural context.

The structure of transformational leadership measurement in Chinese culture is a three-dimensional model, which includes three dimensions: charismatic leadership, motivational inspiration and personalized care. The model validates that personalized care plays a significant role in influencing the variables in all three dimensions. There was a positive correlation between transformational leadership and individual employee creativity and corporate innovation. Transformational leadership influences individual employee creativity through psychological empowerment and intrinsic motivation. Transformational leadership influences organizational innovation through organizational learning and organizational climate, with organizational climate playing a significant role. There is a significant positive correlation between individual employee creativity and corporate innovativeness. The paper presents, evaluates and explains the obtained findings.

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Study on the Advantages and Disadvantages of Offline Stores in the International Business Management Market

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Abstract

Under the influence of COVID-19 and internet plus, the international business management market is gradually expanding, bringing opportunities and challenges for enterprise development. The specialization and diversification of international business management market are more distinctive, especially along with the fast development of the Internet, the offline stores are strongly impacted by the business model. Only by following the trend of the times, they can increase the market power. offline stores have gained some advantages in the long run, which are irreplaceable part for the Internet economy, while the shortcomings of their business models are becoming apparent, limiting their future development. This paper will discuss the advantages and disadvantages of offline store operation under international business management market, and put forward the trend and strategy of offline store operation development.

Keywords: international business management market; offline stores; advantages and disadvantages; strategy

Introduction

Research Background

In the age of the Internet, there are many ways for people to access information, and the Internet media becomes the key way, and people's interest in newspapers and magazines is decreasing. Therefore, in the Internet age, the offline stores must study their own advantages, highlight their characteristics, and adjust and deal with the problems in development so as to promote the development of offline stores. Internet shopping has brought a great impact on the operation of physical stores. In order to survive and develop in the fierce social competition, many physical stores began to change their business countermeasures from offline to offline and online sales mode. The biggest defect of online sales is that consumers' recognition is relatively low, which is related to consumers' consumption habits. Users who have doubts about the integrity of the network can go to the physical store to buy products on site after learning about the products on the Internet, dispel their doubts, and the possibility of successful purchase will increase.

According to the statistics, the total turnover of mall during Double 11 event reached 498.2 billion yuan in 2020. It can be seen that online shopping has been re cognized and favored by more people and it has changed people's consumption habits and ways. Although offline stores are still the market leaders under international business management, online shopping is striking offline stores and seriously affecting their growth. In the age of the Internet, there are many ways for people to access information, and the Internet media becomes the key way, and people's interest in newspapers and magazines is decreasing.

Research Problems

This article will start with the management of offline stores under the impact of the Internet era, and analyze the current situation of offline stores' operation and development based on what we have learned. We will make an in-depth study on the convenience and safety of consumers' shopping, the operating cost of offline shopkeepers, the storage of commodities, and the business model of traditional store owners.

Objective of the study

In the past, the sales method of physical stores was very traditional. In the Internet age, we should reflect on the shortcomings of physical stores and put forward upgrading schemes. It is also necessary to collect and precipitate offline consumer data, and make different purchasing experiences, so as to better connect and serve consumers. Let consumers fall in love with offline stores, so as to vigorously develop physical stores in the new era.

Scope of the study

The existing problems and strategies of offline stores in the emergence stage are pointed out, and the business model of offline stores is combined with the Internet development concept to better realize the healthy and sustainable development of offline stores. Internet, physical stores, consumers, marketing models, payment methods, consumption concepts, etc, all aspects of multi-dimensional research.

Research Significance

With the rapid growth of international e-commerce, the Internet economy has been integrated with the international system, and online shopping is also developing towards diversified, systematic and selective forms. It has become more convenient for consumers to buy goods from all over the world, and the variety and volume of international goods are increasing, which will inevitably have a negative impact on the operation of offline stores. Therefore, it is necessary to study the development characteristics, advantages and disadvantages of international business management market and emphasize complementary advantagesso as to find a sustainable road for the business development of real stores with practical and feasible measures.

Theoretical framework

1. Impact of the International Business Market on Offline Stores

The explosive growth of the Internet has had a huge impact on the operation of offline stores. Faced with fierce social competition, many offline entities are shifting their management strategies from offline to online sales. At present, such fast and advanced information technology has provided shortcuts for the sales at offline stores, which has definitely improved overall sales. The Internet age has also changed the way people pay, and online payments have replaced cash payments, making payments faster and more convenient, thereby greatly increasing consumer satisfaction. The development of internationalization has played a certain role in the development of logistics industry in China. In the past, in the overall link of physical store operation, there are basically several types of direct docking between stores and consumers: the first is the advertising put on TV; The second is newspapers and periodicals and various types of magazine reading materials; Third, promote products. However, in the Internet age, people can obtain information through various channels, and network media is an important way for people to obtain information. For newspapers, magazines and other traditional media, its actual operation is extremely unfavorable. At this stage, all companies have begun to vigorously use network related technologies to promote their main products on various large-scale business websites in the international business management market. This will further reduce the promotion expenses of physical stores, expand the promotion scope and ensure the stable development of physical stores. At present, the online marketing skills basically are as follows by priority: the data mining-related technology, the cloud computing of big data, as well as the technology of customer positioning, recommendation and delivery according to the algorithm, so as to better meet customer needs. Offline stores have advantages that online retailers do not have, for example, offline stores care more about the consumption experience and consumers can try products at the stores, which cannot be achieved by the Internet retail industry in short term. In the past, offline stores were business-based social forms, and various intermediaries began to rely on international business activities, international business became the subject of people's lives and everything could be purchased at offline stores. the business models of traditional offline stores are very simple, as shown in below table:

in-store environment	Cleanliness, hygiene, characteristics and good service.
off-store environment	Environment around store, exterior decoration, advertising

However, the emergence of online commerce is making it difficult to operate for offline stores.

2. Analysis of advantages and disadvantages of offline stores under international business management

ADVANTAGES	DISADVANTAGES
Consumers can test the product before purchase	Have to travel
No payment security issues	Limited stock
You can own the product instantaneously	Physical location costs money
Try before purchase	Limited store hours
Convenient return policies	

2.1 Advantages

Whether online or offline, there are advantages and disadvantages in operation. Consumers can do shopping at offline stores, experience products and service, and try products at stores, giving consumers more real shopping experience. When making a purchase decision, offline store consumers can experience these products themselves, thereby increasing their cognition of products. Moreover, when consumers do shopping online, they can only see text descriptions and pictures of the products, and many of pictures have failed to meet the standards. Obviously, this will cause the majority of consumers to have higher and higher trust in the products in the physical store, which is the fundamental reason why consumers are more inclined to the physical store. In fact, the relationship between online stores and store entities has always been antagonistic. Although physical stores have more business advantages, they also have many disadvantages. Shopping in physical stores is more intuitive. In the case of face-to-face shopping, consumers are less likely to be lured by words and pictures. They can really buy what they want to buy. Nowadays, there are many online stores. In order to improve the overall economic benefits of their stores, there are great differences in things and patterns. Therefore, they do not match the specific purchase requirements of their buyers, and if you want to realize an effective return and exchange process, it takes a lot of time and cumbersome procedures.Physical stores should learn to leverage to make money, but also find their own way to drain and lock customers (He, X.X, 2021).

2.1.1 Better shopping experience

On the whole, the distinctive advantage of offline shopping is that the actual product experience can only be achieved at offline stores, such as the sense of fabric and the suitability of the product. When a consumer enters the store, salesperson understands the customer's purchasing needs, and then recommends or presents products that suit the customer's needs to provide them more references and choices. Even if customers buy a product that they are not satisfied with, they can go back to the store and negotiate with the salesperson to return it. While for online buying, it usually takes one to three days to deliver the goods, so it is not a good idea to buy urgently needed articles at an online store. For example, when consumers buy things in physical stores, they may have strong experience in the brand, texture and style they want to buy. If there is inventory, shoppers can place orders directly with relevant e-commerce platforms. In addition, physical stores have considerable advantages over major e-commerce websites, which is one of the main reasons why physical stores are still very competitive.

2.1.2 Lower shopping risk

Offline stores have a good shopping experience and consumers also can avoid various types of shopping risks to a large extent, especially if the goods are in stock, whether the spot goods can meet the needs of consumers and whether they can be bought right away.

2.1.3 Convenient after-sales service

Customers are also very concerned about after-sales service. In the service process, good after-sales service can improve the buying experience. E-commerce trading platform has obvious sales advantages and can meet the consumption needs of different groups. However, there is no face-to-face communication between consumers and businesses, which is prone to product quality problems, and there is no reliable after-sales service guarantee, and the legitimate rights and interests of consumers are infringed. Consistency, science and authenticity are the main characteristics of after-sales service in physical stores and the basis for improving the overall service quality. Physical stores can accept both goods and after-sales service. When customers encounter difficulties, they can easily enter the after-sales service process. The advantages of service stores can improve consumers' trust and recognition. Therefore, in the international business market environment, physical stores should also give full play to the advantages of after-sales service and promote the innovation and transformation of enterprise model. For users, how to ensure scientific, continuous and timely is a problem of great concern to consumers. In the international business management market, although e-commerce platforms can provide consumers with a large number of goods, they cannot guarantee the quality, effect and level of after-sales. Many goods even have no after-sales service guarantee. However offline stores have more convenient more secure, and timelier after-sale services, which is also their biggest advantage. For some e-commerce platforms, after-sales service is guaranteed, but it is greatly inconvenient because after-sales service stations cannot be available in all cities and the first-tier cities.

2.2. Inferiority

Prior to the advent of the Internet, offline stores were the only sales channels and terminals of products. However, as Internet technology advances dramatically and the competition of offline stores is heating up, the operating costs of offline stores are increasing, offline store consumers are increasingly leaving and becoming online consumers, which has a huge impact on offline stores. Online retailing have more convenience compared with physical retailing, allowing consumers to shop online anywhere. In addition, the products have relatively low prices and high consumer acceptance in many online stores. in sharp contrast, online shopping has great risks. In general, consumers will experience the following stages: first, problem cognition; Second, information retrieval; Third, plan evaluation; Fourth, purchase decision; Fifth, purchase behavior. In the international business market, the advertising cost of online stores is relatively low, which does not depend on the quantity and area of goods in online stores, while the advertising price of physical stores is mainly affected by the price and quantity of goods, so as to increase the advertising cost of physical stores. In the Internet age, people can buy the products they need at will. But if consumers go to physical stores, they not only spend time, but also pay the freight. Most offline stores are not open 24 hours a day, and there is a time limit for shopping.

2.2.1 Lack of convenience

Today, it is very convenient to buy things online, since consumers only need to use a cell phone or a computer to complete the purchase by entering keywords to search the products and then placing an order. In the case of offline stores, where more goods are available, they can be displayed within the allowed space, while in the case of smaller offline stores, most goods cannot be displayed, and customers will spend much more time and money on buying products, moreover, the offline stores themselves are flawed. Due to the lack of convenient and fast offline shopping methods, consumers who are accustomed to online shopping disagree with offline shopping, and even offline stores are becoming a fitting room of consumers. Choosing products from offline stores and then buying them online is already seriously damaging the interests of offline stores, which requires high attention from offline stores.

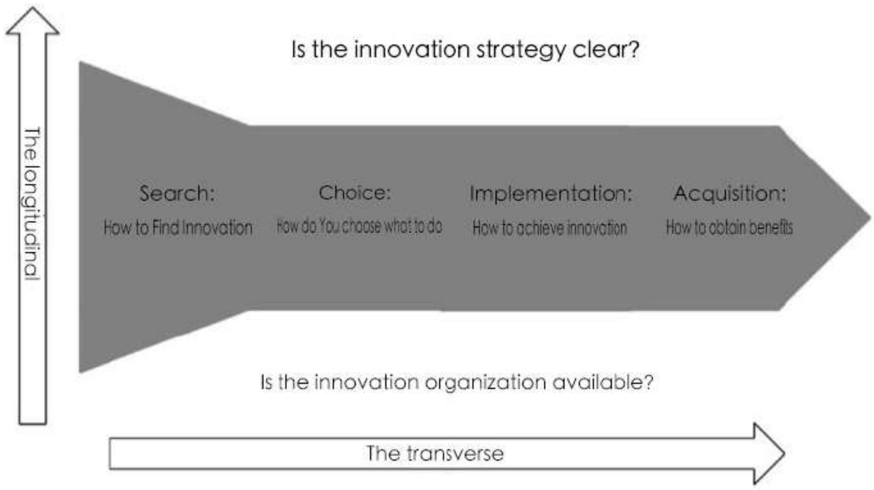
2.2.2 High operating cost

Top priority for offline store operations is high price. The operating cost of offline stores is more expensive than that of e-business due to the factors including brokerage fee and cost. The international business management is hierarchical in offline store operations, from headquarters to physical branches to brokers and managers, all of them need to make money. E-commerce platforms communicate directly with enterprises, so the product price of offline stores is high, there are many intermediate links, including many intermediate links in international trade, which is a big disadvantage. Compared with the network economy, a major disadvantage of physical stores is that the operating costs are too high, especially too many intermediate links. All kinds of costs are disadvantages that physical stores .cannot compare with e-commerce platforms. Some are even twice as many as e-commerce platforms, becoming one of the biggest "pain points" of physical stores in the international business management market. In terms of cost, due to the high operating cost of physical stores, their competitiveness is relatively weak, especially there is a certain gap with e-commerce platforms, which is the most fundamental embodiment of cost.

2.2.3 Less spot goods

Due to difficult international shipments, the inventories are low at offline stores, so consumers can only see samples and a small amount of stock when shopping, they often have to wait a while because of size problems when choosing products, or they cannot get them right away. Although many physical stores have a close relationship with foreign dealers and can give full play to their initiative and enthusiasm, due to the lack of stock, it has become a key manifestation of the lack of competitiveness of physical stores. Because it is difficult to transport goods internationally and the inventory is very small, the physical store can only see samples and a small amount of inventory. Therefore, e-commerce space is smaller than physical stores, because e-commerce only needs to display pictures. Offline stores have to show the physical products, which will increase loss. Standing on the e-commerce platform, because the commodity display is a "virtual form", more foreign commodities can be presented on the e-commerce platform, so that users can have more choices on the e-commerce platform. Therefore, in the international business management market. How to effectively solve the relative shortage of inventory in the international business administration market, strengthen the international commodity structure to enable consumers to have more diverse choices should be an important question for us to consider and study. See through the essence, guide the operation with data, do the right thing at the right time, and master the life cycle of products and users(Lang, S.M, 2018). Otherwise, the competition will continue to decline, and even offline stores will go bankrupt.

3.Innovation strategy of offline stores in international business management market



3.1 Innovative development ideas

Ideas determine the ways. To achieve scientific development for offline stores, we must constantly make ideal innovation in the international business management market, so we must reform the system for innovation and development. Hence, in the course of development, business entities should understand their advantages and disadvantages so as to advance their development with innovative ideas. Generally, goods sold on e-commerce platforms are basically low and medium-priced. Consumers prefer offline stores for premium products when purchasing imported products. Therefore, offline stores should focus on the premium market.

3.2 Innovative development model

Although offline stores have obvious disadvantages in the international business management market, they have their own advantages due to the virtual and uncertain characteristics of the network economy, they are superior to e-commerce platforms in view of this. As far as the mode of development is concerned, continuous innovation is necessary for offline stores. To this end, we need to change the operation modes of offline stores and combine "online " with "offline" stores based on the offline stores. Only in this way can offline stores be more competitive and further strengthen their cooperation with e-commerce platforms. The comprehensive development of e-commerce platforms can effectively solve the contradiction between online shopping and offline store, so as to improve the influence and attractiveness of online shopping. Products, scenes, services, emotions and intelligence create the ultimate experience, reshape the competitive advantage of physical stores, and turn passenger flow into purchasing power(Miao, L.L, 2018).

3.3 Innovative shopping experience

Enterprises should use innovation to create technological trends to develop and maintain competitive advantage. International business management has a certain impact and impact on physical stores, and there are also many opportunities, but generally speaking, opportunities overcome challenges, mainly because physical stores have rich experience and can provide consumers with a solid shopping experience. For the future development of offline stores, we should focus on providing "experience" enjoyment to optimize the shopping experience. Aiming at a "new type of shopping mall" that combines department stores, supermarkets, entertainment and friendship, we should build a new shopping mall that can compete in the traditional retail industry. Therefore, to make customers of the shopping mall have personalization, uniqueness and particularity, we must further improve the organization system, strengthen the construction of marketing team, enhance consumer stickiness with high-quality consultation, design and brand service, and create good conditions for personalized consumer design.

4. Development Trend and Management Model of Offline Store Management in the International Business Management Market

4.1 Click-and-mortar

Offline stores should combine network sales and offline store sales to meet the needs of more consumers. For the international business market, offline stores can adopt the click-and-mortar operation in these aspects by priority: product, price, channel, and promotion. Offline stores can reduce the number of items displayed in stores and increase the variety of products. In terms of the price, online products should be less expensive than their offline counterparts, the difference will not be significant. Online stores can give discounts for sales promotions to stimulate consumer spending. Whether offline or online, we must constantly raise the professional level of salespeople, enhance the service consciousness, and bring out our strengths in order to truly promote the development of offline stores and further enhance the competitiveness in the market.

4.2 Focus on experience and after-sales service

For internationalized business management, offline stores should pay more attention to after-sales service, allowing consumers to choose their preferred products and provide professional consulting services in future transactions. In the age of the Internet, sales functions of offline stores are neglected, while people are more interested in offline store experiences and services, which is also the future trend and direction of offline stores.

Hypotheses

From the perspective of innovation and Internet development, based on theoretical analysis, this paper evaluates the status quo of brand-new physical stores.

H1. The core value of products is recognized by consumers, with convenient shopping and efficient after-sales service;

H2. The number of consumers and operating income increased rapidly;

H3. Under the change of consumption concept, realize the balanced development of offline purchase and online purchase within a certain period of time;

H4. Good management and marketing ability for physical stores;

H5. Consumers' shopping satisfaction is directly proportional to their sustainable purchasing power.

Literature Review

In the economic environment of COVID-19 epidemic, the most important thing for offline stores is a safe and healthy environment. With a safe environment, coupled with the ultimate shopping experience, we can quickly and continuously lock in customers and turn them into long-term purchasing power. It is an important force for enterprises to closely combine science and technology with economy, and should be the main body of technological innovation decision-making, scientific research organization and achievement transformation (Wang, Z.W, 2015). At the same time, combined with online marketing and publicity, coupled with the innovative team in the later stage, this set of multi-dimensional combination punches will certainly make the brand-new physical stores gain a long vitality. Affected by the epidemic, the business situation of physical stores is much worse than before, so physical stores should learn to leverage to make money and find their own way to drain and lock customers. We should see through the essence, guide the operation with data, do the right thing at the right time, and master the life cycle of products and users. Use products, scenes, services, emotions and intelligence to create the ultimate experience, reshape the competitive advantage of physical stores, and turn passenger flow into purchasing power. Enterprises are an important force in the close combination of science and technology and economy. They should become the main body of technological innovation decision-making, scientific research organization and achievement transformation. Enterprises should use innovation to create technological trends to develop and maintain competitive advantages (R. Duane. Ireland, 2009).

Research Methodology

In the research process, we mainly use the methods of literature research, observation, data analysis and functional analysis, based on the physical stores of shopping malls, analyze the current situation and existing problems of the industry management of physical stores, conduct in-depth empirical research, sort out relevant business operation data, further analyze, and make systematic planning and suggestions for the overall innovation strategy and enterprise growth strategy of physical stores.

Taking physical stores as the research object, under the influence of the Internet, this paper analyzes the theories, methods and ideas of scientific and technological informatization, innovation management theory and enterprise growth management, and makes an in-depth study on the implementation of the development direction of innovative physical stores in the analysis of the current situation of enterprise innovation and enterprise growth and the growth strategic planning of innovative enterprises.

Finding and Conclusion

1. Improve the system

In the Internet era, offline stores are still popular with consumers and have great development potential. However, under the impact and influence of the network economy, it directly leads to the imperfection of the international business management system and greatly restricts the development of the real economy.

2. Constraints

In international operation, there are prominent problems such as high price and insufficient supply in offline stores, which has become an important factor restricting their scientific and healthy development.

3. Exploration and innovation

In order to adapt to the new trend of booming network economy, offline stores must adapt to the international business management market, actively explore innovative management mechanism, make major breakthroughs in innovating management concept, improving management mode and management system, and realize the innovative development of offline stores.

4. Internet plus services

With the rapid development of Internet technology, people have fully entered the network era, and online stores are the product of the network era. Because there are more and more outlets, the operating pressure of physical stores is increasing, and the economic benefits of many physical stores decline, and finally go bankrupt. However, physical stores are an important part of consumption and cannot be cancelled, which requires physical stores to give full play to their advantages, combine online marketing, improve services and increase consumers' recognition of physical stores.

Entity enterprises must recognize their own advantageous position in order to clarify the development direction of reform. In the age of the Internet, people are paying more attention to offline services and experiences that are incomparable for online stores. Offline stores must offer free experience and professional services to consumers. In short, online and offline stores are not perfect. By combining offline and online sales models, offline stores can use the Internet to increase sales volume speed up the delivery and strengthen after-sales service. improve the economic benefits of physical stores. In a word, in the past international operation, the advantages of physical store operation have been very obvious, but the emergence of the Internet has replaced most international commodities, which has had a great impact on the operation of physical stores in a convenient and fast way. From the analysis of the above advantages and disadvantages, the operation difficulty of physical stores is increasing, and the advantages are becoming increasingly scarce. At this stage, under the environment of the continuous development of e-commerce, physical stores in international trade will gradually reduce logistics problems and gradually replace physical stores. Physical stores should try to maintain their own advantages, such as making consumers feel the real shopping experience. However, e-commerce can only simulate and cannot substantially replace real experiences.

Recommendation

Under the epidemic situation, the development of physical stores is very difficult. In short, in order for the offline stores to develop better in the international business management market, we must understand our strengths and weaknesses, and promote management innovation and improve the development level in an all-round way. Actively explore innovative management mechanism, make major breakthroughs in innovating business concept, improving management mode and improving management system, and realize the innovative development of physical stores. In the Internet era, people pay more attention to the service and experience of physical stores, which is an incomparable advantage of online stores. Physical stores should provide consumers with free experience and professional services. In a word, online stores and physical stores are not perfect. Physical stores can combine physical sales with online sales, use the network to increase sales, speed up logistics and strengthen after-sales service. However, e-commerce can only simulate real experience and cannot replace reality. It is recommended that physical stores do a good job in the development of the following aspects. For offline experience stores, many physical store merchants have a common feeling that offline customer traffic is very limited, which is caused by peer accuracy and e-commerce impact. Community communication, no matter what store you open, when your customers consume and experience offline, you can import them into your private domain traffic pool, and then use the community as an amplifier to drive old customers to bring new customers and enlarge the number of customers through activities. At the same time, you can also use the community as a connection point to promote marketing activities, promote new products, promote dry goods. Rely on the community to connect more resources. In the era of mobile Internet, no matter what store you open, it's best to create your own online store through offline store ordering and retention. In this way, you can use the community as a connector to import customers into small programs for cash. Similarly, you can use offline physical stores as an entrance to guide customers to online stores, and lock customers for retention through online member management system, Push marketing activities through small programs to activate customers' second orders and continue to repurchase. Through wechat live broadcast and intra city distribution, if a physical store creates its own intra city customer circle through the community, it can not only be realized through the community as a sales scenario, but also sell goods in combination with wechat live broadcast and applet. After customers place an order, they can deliver goods through intra city express. Therefore, physical stores should improve the service quality of real experience.

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Research on The Reform Plan and Implementation of Graphic Design Course Under The Background of "Cultural Creative Industry"

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Abstract

Graphics design course is the enlightenment course of students' design consciousness. For the reform and practice of graphic design course teaching, it is necessary to reshape the traditional teaching ideas, rebuild the teaching content, innovate and reorganize the teaching resources. "Cultural creative industry" mainly refers to a creative concept, which is aimed at the entire culture, art and knowledge industries, that is, industries that are systemic, universal, and conducive to communication. For example, the values of western developed countries are universal and equal, which is also the premise for forming influence. In professional and technical courses, the graphic design course is a basic course that emphasizes the cultivation of students' creative thinking. At the same time, in the information age, graphic information has gradually become a way of communication in people's daily life, which is particularly important. Therefore, in order to better strengthen the cultivation of students' graphic design ability, we should strive to create a good teaching atmosphere. First, the development of "cultural creative industry" is investigated in this paper. Then, the feasibility of the graphic design curriculum reform plan is analyzed. Finally, the feasible path of the practical curriculum reform is elaborated.

Keywords: Graphic Design**,** cultural creativity**,** curriculum reform**.**

Introduction

Research Background

In Western countries, the UK is the first in proposing "cultural and creative products". At the same time, the UK is also the first country in the world to take cultural and creative products as an economic pillar (Li, 2011). Studies have shown that this is largely due to the earlier industrialization of the UK and the slower economic development. When tertiary industries such as tourism cannot promote growth, other economic forms have to be developed. This explains to a certain extent the important role of cultural industry development for economic growth (Li & Gao, 2010). At the same time, literature research shows that in other developed countries, such as the United States and Japan, the reasons why cultural and creative industries can become pillar industries are roughly the same as those in the UK.

From the perspective of the driving factors of its development, in Western countries, the prosperity and development of cultural and creative industries has not only stimulated the actual needs of economic growth, but the guidance and support of governments of various countries has also played a significant role in it. For example, in order to promote the development of creative industries, the UK actively introduces talents and develops technology from the world, and pays more attention to cultural symbols, especially the use of cultural symbols of different nationalities in its own cultural products. This is more evident in American cultural and creative products. For example, the American anime film “Kung Fu Panda” series and “Mulan” are both based on Chinese cultural elements, and then produced through creativity. Moreover, the two films have also derived many cultural and creative products, which have swept the world and created economic benefits. In contrast, Japanese cultural and creative products tend to be based on the local area, such as the animation “Doraemon”, which is developed and designed on the basis of fully digging out the local cultural element “Lucky Cat”.

The cultural creative industry develops late and has a low starting point in China, but it is now a pillar industry. According to incomplete statistics, the comprehensive value-added scale of China's modern culture, art and creative gift industry reached 3.5462 trillion yuan in 2017, an increase of 15.19% year-on-year, accounting for 4.29% of the entire domestic GDP, and has gradually grown to become the third largest pillar industry. However, compared to developed countries with cultural and creative products, China's cultural creativity has not formed a scale effect. Although it has grown rapidly in recent years, it is still in a state of "decentralized operation" to a large extent. In contrast, In contrast, China's Shanghai, Beijing, Hangzhou, and Taiwan are already at the forefront of other regions in developing cultural and creative products. Therefore, some people accordingly call it the "Shanghai Model", "Beijing Model", "Hangzhou Model" and "Taiwan Model" for the rapid development of China's contemporary culture, art and creative work industry. Li (2013) proposed that compared with the Taiwan model, the three domestic models are more important than the excavation of local culture. The Taiwan model focuses on compatibility and incorporation. From the perspective of the large-scale development of the whole cultural world, the cultural, art and creative work industry is nicknamed “uprising industry” by many people. Therefore, our academic circles have paid enough attention to it.

Research Problems

It can be seen from the literature that the experience of developed countries with cultural and creative products such as the United Kingdom, the United States, and Japan shows that the development of cultural and creative products must first dig out cultural elements. This kind of culture can be local culture, foreign culture, or a single system culture. It can also be a combination of multiple cultures. Second, we should attach special attention to innovation. Therefore, we should actively cultivate talents. In addition, in order to make cultural and creative products develop and expand, we should actively guide them to form a sound industrial chain. Finally, we should provide good infrastructure for cultural and creative products and build a suitable platform for their growth. The successful experience in areas where China's cultural and creative products are more developed also shows this point.

However, it can be seen in the literature that although there are many research on graphic design application, relatively few research has been conducted on the application of graphic design in cultural and creative products. In particular, there is very little research on the application of graphic design in cultural and creative products in Minnan.

Objective of the Study

Cultural creative industry will be incorporated in the core curriculum teaching of design majors, reflecting the long-term, comprehensive and systematic nature of teaching.

Local cultural elements will be integrated into cultural and creative product design. Taking the traditional culture and art of Minnan as an example, Minnan culture originated in Quanzhou and is a regional traditional culture created by a group of people living in Minnan and passed on from generation to generation. Minnan is a place of traditional cultural and artistic elements, rich in forms and has a long history. In this painting by a contemporary painter, the red brick red tile roof is a local traditional architectural art characteristic.

The local culture of Minnan reflects the spiritual belief of the people in Minnan. Many scenic spots and folk art provide rich materials for creative design. As a creative design product with cultural background in a region, products with cultural and creative elements with local characteristics of Minnan can experience the wide application of local cultural and creative elements in various product design forms from multiple perspectives such as local culture, history, and creativity. Analyze, collect and apply various cultural and creative elements in various product design forms from the localized cultural and creative elements in China. Cultural creative resources and technology extract cultural elements and their forms are organically combined with traditional modern cultural aesthetic value concepts, and their elements are comprehensively refined, transformed and comprehensively utilized, using traditional modern cultural creative design thinking and traditional creative design methods to integrate Chinese characteristics. The characteristics of the material cultural heritage resources are transformed into specific product designs, so that they can be widely used in various product design forms and penetrated into the daily lives of modern people, so as to facilitate the display and inheritance of the traditional Chinese culture. Because consumers can obtain the characteristics of the characteristic cultural resources they are familiar with by understanding and using the technical information in related products, so as to awaken people's sensory memory and realize emotional identification.

To realize the perfect combination of local traditional cultural and art elements and local practical art products, Minnan must take the application of innovative technology as the key to its development. The rich and colorful local cultural and artistic elements and product resources in Minnan provide a large number of artistic innovation and inspiration activities for our school students to participate in the exhibition and design works. By digging out the beauty of the local culture, through the product grafting unique cultural elements to spread the Minnan culture and cultural and creative products.

Scope of the Study

"Cultural creative industry" and the teaching of graphic design complement each other. In practical education and teaching, it can cultivate cultural and creative talents, play a very important role in the reform of graphic design curriculum, and provide a broad space for the future of graphic design curriculum.

Culture is the technological core of the creative work industry. In fact, it is the greatest creativity of the creator. It is a person's comprehensive utilization of his own creativity. "Creativity" is actually the ability to create new worlds that are unique, novel and most practical. The excellent cultural products that stand out from the fierce competition are precisely from creating people's greatest creativity. Therefore, culture is the technological essence of the creative work industry. It is actually a kind of "creative economy", in which the core technological competitiveness is actually the greatest creativity of the creators themselves. The difference in originality means that culture is the technological foundation and basic life of the creative technology industry.

The combination of traditional culture and graphic design has an important value. It is extremely feasible to introduce the content of traditional culture into the teaching of graphic creative courses. And the traditional Chinese culture has now evolved into a "national tide", which is very popular among young people. Graphic design inherits and innovates the traditional Chinese graphic elements in various ways, and refines and purifies the theme of traditional culture. Decomposing and transforming traditional cultural elements, breaking through conventions, breaking the limitations of traditional graphics on space, and seemingly unrelated things are isomorphic with culturally significant foreign objects, creating contradictory and harmonious visual collisions. These methods can be applied in the teaching and training of traditional culture research and graphic design courses.

Research Significance

At present, improving the development spirit of independent employment and innovation consciousness and enhancing the innovation ability of independent employment has become the inevitable development requirements of this emerging era, and it is also the main key work and major technical difficulty in improving the discipline teaching quality of colleges and universities in China." Mass innovation and entrepreneurship" has long reached a consensus in China. Driving growth through various kinds of innovation will play a leading role in the development of China's national economy now and in the future. In the process of the transformation and upgrading of the cultural industry, cultural and creative products will surely become an important factor.

In the entire traditional cultural system of our country, the Minnan culture is an indispensable branch and occupies an extremely important position. Overseas, especially in Southeast Asia, and even in the international Chinese culture, the Minnan culture also has a very high cultural identity.

The advertising design and production of vocational colleges focus mainly in cultivating technical applied talents, and the proportion of practical training and teaching links of professional courses in professional courses is increasing. Practical training is an important way and main means of imparting technology and leading innovation. It is also a bridge and link that society needs a large number of applied talents with innovative consciousness and practical ability. This research aims to start with the necessity of reforming the "graphic design" curriculum, and combine the characteristics and current situation of the practical training teaching of advertising design and production to propose countermeasures, promote and practice "cultural creative design", and transform the training of advertising design and production talents mode, strengthen school-enterprise cooperation, and cultivate future designers with a more suitable talent training mode.

Carrying out research on cultural and creative products in Minnan is of great significance to the development of cultural and creative industries, the industrialization of local culture, the development of cultural and creative products, and the inheritance and protection of local culture. Especially in the network information environment, through the combination of the network platform and graphic art design, culture, folk custom, economy and sociology and other aspects, it plays a more important role in the development and commercial operation of cultural and creative product mode.

It is based on these that the research and application of more theoretical research results obtained so far can bring more innovative vitality to our country's economic and social development mode under the current democratic market economy and political system. At the same time, driven by economic interests, the reform of graphic design courses and cultural and creative products will also be combined in more dimensions, thereby promoting the development of advertising design and production professional teaching in vocational colleges.

Theoretical Framework

Based on Minister Zhou Ji's important speech at the educational video conference on the implementation of teaching quality and teaching reform strategies in Chinese universities, he has clearly pointed out: "To deepen reforms and improve quality, we must always persist in order to continuously improve colleges and universities to cultivate and enhance independent development, innovation and entrepreneurship. Spiritual talents and teaching quality are the main tasks. Strengthening independent development, innovation and entrepreneurship has always been the spiritual soul of a great Chinese nation and the endogenous source of power for the prosperity of a great Chinese nation.

Therefore, the continuous reform of graphic design courses is needed, especially in the network information environment, through the combination of network platform and graphic art design, culture, folklore, economics and sociology. It is of great significance to the development and commercialization of cultural and creative product models.

In 2016, the State Council of China formally promulgated the "Several Opinions on Promoting the Development of Cultural and Creative Products of Cultural Heritage Institution", which clearly requires that departments at all levels should actively take measures to accelerate the pace of the development of cultural creativity. The academia has paid much attention to the development of "Minnan Cultural Creative Products", and the investigation and analysis conducted for this have laid a good foundation for the implementation of this research. Although there are relatively few researches on the application of graphic design to cultural and creative products in Minnan, graphic design has developed relatively mature in our country, such as "Graphic Design" (Wei, 2009) and "Basics of Graphic Design" (Liu, 2018). It can be used as a representative of different periods, which shows that our country has been more mature in the application of graphic design.

Based on these theories, this research should be applied to practical work, which can bring more innovative vitality to China's economic and social development mode under the current democratic market economy political system. At the same time, driven by economic interests, the reform of graphic design courses and cultural and creative products will also be combined in more dimensions, thereby promoting the development of advertising art design teaching in vocational colleges.

Hypothesis

"Cultural creative industry" is the foundation of visual design teaching. It can train high-level innovative talents for the industry, effectively promote the teaching reform of graphic design courses, and provide a broad space for the development of advertising art design.

The high quality of teaching in graphic design courses is based on the transformation of traditional educational concepts, the courage to explore new teaching models, the continuous optimization of curriculum settings, and the ability to adopt a variety of teaching methods to make talents more in line with the needs of today's society.

The teaching reform of the graphic design course is parallel to the practice. In the teaching practice, we pay attention to the cultivation of creative thinking as the focus of teaching innovation, and can introduce excellent creative thinking training methods from abroad, including heuristic teaching method, project teaching method, and innovation consciousness cultivation method, brainstorming, etc. This enables students to be good at thinking, creative and innovative, so as to carry out an effective combination from a professional perspective.

Literatures Review

In view of the fact that this research is aimed at creative products of Minnan culture, in order to make the various work implemented have theoretical support, and at the same time due to the geographical and intimacy of culture, the following two aspects are summarized.

In the "China knowledge network", "China excellent thesis network", "China excellent master thesis full text database", "Chinese journal full text database", and "China doctoral thesis full text database" using "Fujian creative cultural products" or its similar search keywords for text search, we can find many results.

After further sorting, it is found that a considerable number of scholars' research on Fujian cultural and creative products is based on existing research at home and abroad. In the research, Chen (2013) even summarized nearly 10 models for reference for Fujian to develop cultural and creative products. But as for how to refer to it, Chen did not propose any substantive measures. Other scholars have studied it more carefully than in his studies. For example, Ma (2012) studied the status quo of the development of Fujian's cultural and creative industries in "Thoughts on the Development of Fujian's Creative Industries", and discussed the top 10 cultural industries in Fujian listed in the "Fujian Cultural and Creative Industries Investment Guidance Catalog". She pointed out that the development of Fujian's cultural and creative industries lacks characteristics and does not have heterogeneous advantages. More scholars are conducting research on countermeasures, such as "based on local culture", "strengthening cooperation between Fujian and Taiwan", "improving creativity", "implementing technological innovation", "creating a service platform", "strengthening intellectual property protection", etc.

In the research on Fujian cultural and creative products, a considerable number of scholars also focus on the cultural and creative products in Minnan. For example, “Research on Creative Products of Minnan Religious Culture” (Tan, 2017), “Research on Minnan Cultural and Creative Industries Based on Digital Technology” (Liang & Huang, 2008), and “Creative Design and Development of Minnan Characteristic Cultural Products” (Guo, 2015), etc. In these research on Minnan cultural creative products, some even published in the "Peking university core journal", and the scope of research is more specific, such as “Quanzhou Art and Creative Industry Decade Back and Reflection (Huang, 2016), " Minnan Cultural

Resources and Tourism Development——Takes Jinjiang City, Fujian Province As An Example" (Lin, 2008).These studies discuss the development strategies of Minnan cultural and creative products from different perspectives.

Research Methodology

1. Documentary Method

Key words were changed from multiple angles and searched in professional academic databases at home and abroad, so that the electronic data and the paper version of the documents could complement each other, and the research direction and theoretical basis were determined through detailed analysis and sorting.

2. Investigation and Research Method

We take the form of questionnaire surveys and interviews to investigate relevant persons and determine the factual basis for the subject.

3. Comparative Analysis Method

A comparative analysis of the existing well-developed creative cultural products in Minnan will provide a reference for the development and practice of this topic.

4. Action Research Method

We adopt the scientific work management method of school theory and school practice experience reflection, the theory and school actual action are closely integrated, and continue to study and formulate school-related work management plans, improve school research-related work management methods, and gradually improve school-related work. The management effectiveness of the company truly extracts graphical symbols with typical local characteristics of Minnan.

5. Factor Analysis Method

The statistical index is used to analyze the factors that affect the development of cultural and creative products in Minnan, and to evaluate the application of graphic design in local cultural and creative products to improve the market feasibility of the products.

Finding and Conclusion

Graphic design course focuses on cultivating design talents with strong innovation consciousness and practical ability. Excellent design is based on utility, and creativity is the soul. At present, students who learn graphic design courses have problems such as low innovation desire, weak practical ability and lack of creative thinking, which are specifically manifested as new design based on various existing designs, and even direct plagiarism.

The teaching activities of each professional course should be carried out independently. Due to the large differences in teaching concepts and teaching levels of different teachers, the teaching information obtained by students is not fully applicable, including objective factors such as incoherent course content and unstable student attendance.

Now there is a phenomenon that teachers also act independently in the same course. The lack of a reasonable overall plan can easily cause huge differences in teaching effects, and is accompanied by problems such as duplication of teaching content and lack of key content.

The existing curriculum innovation and practical ability training method is relatively old and inefficient, and can not keep pace with the times, not enough to meet the constantly updated social needs. In students' creative thinking teaching training also need to fully use two heuristic thinking teaching and creative brainstorming teaching method for training students divergent teaching thinking. Subject teachers must fully integrate the actual teaching needs of each project, try to avoid the overall project teaching framework is too rigid, maximize the enthusiasm of students' artistic creation, encourage and guide students to give full play to his subjective initiative, and stimulate students' inspiration in creation.

The textbooks come from old written textbooks and informal network resources, and ignore the actual design projects of the company, which leads to the dilemma of design talents, which directly leads to the surplus of general talents in the company and the lack of jobs for ordinary students. The old method of cultivating creative thinking is no longer applicable to the current image design curriculum teaching mode. If you can't inspire students' creativity in a realistic way, you can only cultivate a group of mediocre tool people without personality, innovation, and mediocrity. Students gradually lose the initiative of creative thinking in graphic design, making it difficult to conduct teaching work in the future.

Cultural information creative technology industry has been one of the highest return on investment profit emerging industries in China. In the contemporary economy and society, the main source of investment profits in various emerging industries is directly realized by independent innovation of enterprises and the advancement of industrial technology. The cultural information and creative technology industry should be an industry category capable of independent innovation and creation and high technological content. More theoretical research results and application in practical work should bring more innovative vitality to China's economic and social development mode under the current democratic market economy and political system. At the same time, driven by economic interests, the reform of graphic design courses and cultural and creative products will also be combined in more dimensions, thereby promoting the development of advertising design and production professional teaching in vocational colleges.

Recommendations

The implemented research can fill the gap in domestic research on this issue, that is, the cultivation of value cognition in the course of training and teaching in graphic design courses.

The purpose of this research is to improve students' basic understanding of the corporate culture, art and creative management industry. Through this research and guidance program, we will conduct a pilot project for the employment of students, which will subtly influence the students' "cultural and creative" thinking, strengthen the students' basic understanding of the work industry, work occupation, and work positions, and make them clear enterprise work management methods and professional significance, enhance the sense of corporate mission and social responsibility, and increase the bargaining chip for students in the future career competition.

The research on practical training and craftsman spirit has not yet established a perfect training model. Future work will focus on strengthening the connection between the two, digging deeper, and realizing an effective combination between the two.

Through field surveys, team discussions and exploratory research and other research methods, we strive to effectively improve the efficiency of integration between training teaching and market demand through the pilot training model.

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Research on Salary Satisfaction of Quanqin Mechanical and Electrical Equipment Co., Ltd.

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Abstract

The market competition among enterprises in the 21st century is ultimately the competition between talents. In particular, technical personnel, as an important strategic resource of enterprises, play a decisive role in transforming the economic growth and development mode of enterprises. As an important mean s of attracting and retaining technical talents, the salary system has a very important motivating effect on company employees, and it will directly affect employees' work enthusiasm and attitude. This article takes the salary satisfaction of the technicians of Quanqin Mechanical and Electrical Equipment Co., Ltd. as the research object, and uses the literature method and questionnaire survey method to analyze the company's unreasonable employee salary satisfaction structure design, employee personal goals, and corporate strategic goals in the company's salary system. Inadequate fit, lack of standardized performance appraisal standards and appraisal requirements, and too much emphasis on short-term incentives. Using relevant theories such as salary and salary satisfaction to improve the satisfaction of technical staff's salary, so that the company's salary system can operate better , So as to provide strong support for the company to achieve its strategic goals.

Through the research of this subject, we will provide countermeasures and suggestions with certain practical operation value for Quanqin Mechanical and Electrical Equipment Co., Ltd. to improve salary satisfaction, retain and improve the enthusiasm of employees. It also has reference and reference valu e for Quanqin Mechanical and Electrical Equipment Co., Ltd. and companies in the same industry. . Of course, due to objective reasons, the samples and cases of this study have certain limitations. It is urgent to further deepen the research of this subject in the future in order to promote the development of research on salary satisfaction in the mechanical and electrical equipment company industry.

Keywords: Technical staff**,** Salary satisfaction**,** Salary System**.**

Introduction

Research Background

With the acceleration of the pace of globalization and the gradual expansion of China's reform and opening up, the competition among enterprises has become increasingly fierce, making domestic small and medium-sized enterprises face the challenge of life and death. The competition among enterprises is ultimately the competition between intellectual talents, and the status of technical personnel with intellectual capital continues to rise, becoming an important strategic resource for enterprises. Although we are now in the era of knowledge economy, salary is still the most attractive factor for attracting, retaining and developing technical personnel. A scientific and reasonable salary system is the main motivation to motivate employees. How to improve the salary satisfaction of technical personnel? In turn, better motivating their work enthusiasm has become the primary concern of business managers.

Objective of the Study

Business management methods and employee needs are changing, personnel turnover has become a common phenomenon, and employee resignation will bring high costs to the enterprise, and the issue of resignation cannot be ignored. This article intends to discuss the current situation of employees' salary level satisfaction of Quanqin Mechanical and Electrical Equipment Co., Ltd, in order to achieve the following goals:
1. Understand the current research status of Quanqin Mechanical and Electrical Equipment Co., Ltd, Ltd.'s salary level satisfaction.
2. Put forward some feasible suggestions for improving employee salary satisfaction of Quanqin Mechanical and Electrical Equipment Co., Ltd.

Scope of the Study

In business management, in the past, people always believed that the rapid development of the company mainly focused on external demand, but ignored the salary satisfaction of employees; through the research on employee salary satisfaction of Quanqin Mechanical and Electrical Equipment Co., Ltd., it is possible to more fully highlight the employees' The backbone of enterprise development. This helps us to transform the development of the company from a traditional perspective to value the suggestions and demands of its employees. In this way, we can explore new development opportunities from the traditional development model of the enterprise and seek a way for the stable development of the enterprise.

Research Significance

Quanqin Mechanical and Electrical Equipment Co., Ltd. is a labor-intensive enterprise, and the reasonable allocation and use of labor has a very critical practical value for the long-term development of the enterprise. Employee salary satisfaction is an important part of the company's strategy. Compensation is not only a recognition and reward for employees' contributions, but also a process for translating the company's strategic goals and values into specific action plans and supporting employees to implement these actions. A relatively complete salary system will not only reduce the loss of professional and technical talents in the enterprise, but also attract high-quality and skilled talents to the enterprise team. To increase labor productivity and make up for the shortcomings of the salary system, it is necessary to alleviate internal conflicts and enhance the cohesion and centripetal force of the enterprise. But now the company's existing technical staff's salary system has problems such as lack of fairness, lack of spiritual incentives, and too much emphasis on short-term incentives. Therefore, this requires the company to design the most suitable salary system for the company according to its own actual situation, and improve the salary satisfaction of employees, which is of great significance to the survival and development of the company. This paper uses the literature research method and questionnaire survey method to research and analyze the salary satisfaction of the company's technical staff, and provides a practical and effective salary plan for solving the salary problem of the technical staff, which is conducive to the company's attracting and retaining scarce technical staff, thereby ensuring The company develops more rapidly and sustainably.

Salary management issues not only involve the company's interests and development prospects, but also closely related to the vital interests of employees at all levels of the company. What's more, technicians are different from ordinary workers. Because technicians are laborers with special human capital, they have some unique characteristics:

(1) High degree of specialization, not easy to be supervised by leaders. In most companies, technical personnel are engaged in highly specialized and highly creative work, and it is difficult to be effectively supervised. Therefore, the performance appraisal of technical personnel is often result-oriented.

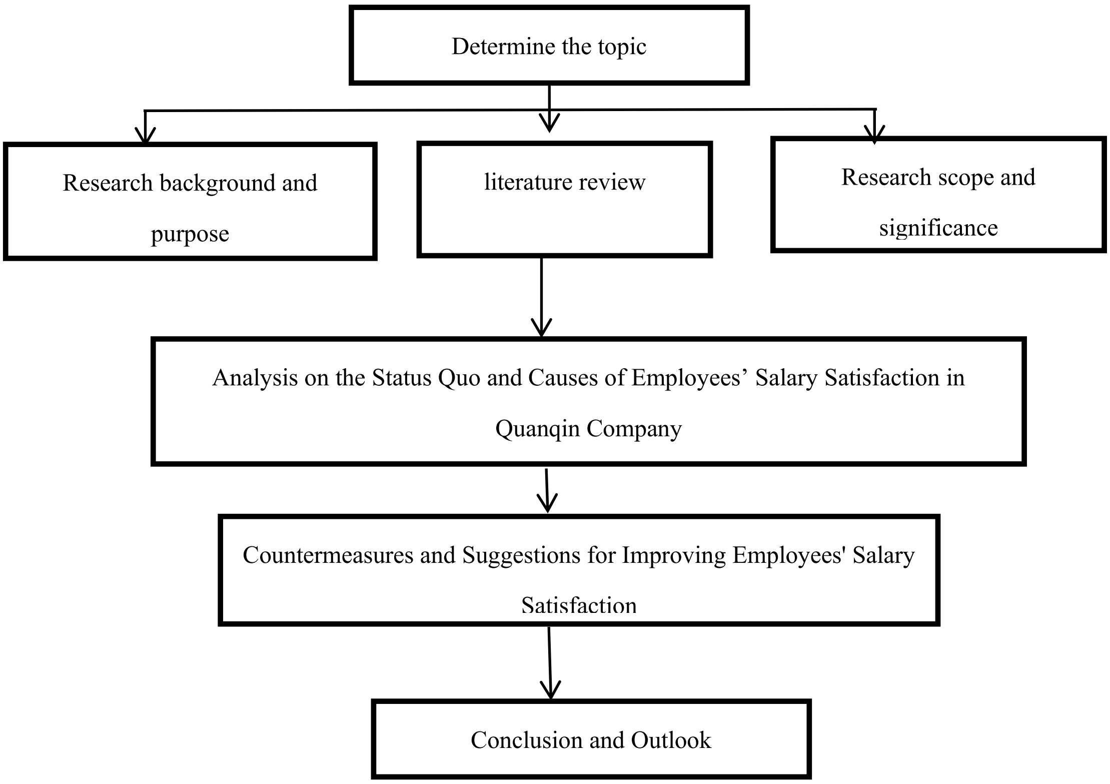
(2) Strong liquidity. The value of human resources of technical personnel is their knowledge, experience, and professional skills. These scarce intangible resources have strong competitiveness in the labor market. Due to the comprehensive strength of other companies and the battle for talents, technology Flowing with the flow of employees, resulting in the phenomenon of staff turnover.

(3) Strong willingness to realize self-worth. Technicians have a strong desire to express themselves, have clear work goals, and hope to be recognized by others and society. Therefore, compared with ordinary workers, technicians often expect satisfaction and accomplishment through self-worth.

(4) The value-added of professional ability. Technicians have high authority in the field they are engaged in. The value created by an experienced technician is several times that of an ordinary worker. However, with the continuous updating of knowledge and technology, the value of technicians will face the risk of devaluation, so technicians will learn independently to ensure the continuous appreciation of their professional skills.

In summary, due to the particularity of technical personnel, it is particularly important for companies to look at the salary satisfaction of these technical personnel.

Theoretical Framework



Literatures Review

(1) Salary concept and its nature

Remuneration is the various forms of remuneration that employees obtain for providing labor services to the unit. This remuneration can be in kind or non-in-kind.

There is also a more comprehensive concept of salary. From a broad perspective, salary includes economic remuneration and non-economic remuneration. Economic remuneration refers to basic salary, bonuses, allowances, stock subscriptions, housing subsidies, and paid vacations. Etc., non -economic remuneration is a kind of personal psychological feeling about the company and the work itself, including being valued and respected, learning opportunities, and the recognition of superior colleagues.

(2) Composition of salary

Salary is divided into four parts: fixed salary, variable salary, short-term incentive salary, and long-term incentive salary.

Fixed salary	Refers to the salary that does not change with the degree of achievement of performance or changes in work results, and is a salary that does not change at will.
Variable salary	Refers to salary items that vary in direct performance level or the degree of achievement of changes in work results.
Short-term incentive compensation	Refers to a remuneration plan provided for specific performance rewards within one year or less.
Long-term incentive compensation	Refers to a salary plan that rewards specific performance for one year or more.

(3) Herzberg's two-factor theory

In the 1950s, the American psychology researcher Herzberg proposed the two-factor theory, that is, the motivational factor-health factor theory, and finally summed up two kinds of content: One is that what makes employees satisfied belongs to the job itself or the content of the job , That is, motivating factors; second, it is the working environment or working relationship that makes employees feel dissatisfied, which is called health care factor. The main situation is shown in the table:

Motivating factor	Health factor
Work itself Recognized Achievement Responsibility growing up Promotion	Company policy and management personal life Technical supervision Salary Working conditions Status Interpersonal improvement Relationship with colleagues and subordinates

This theory has very important application value to the design of corporate salary system. It not only points out the aspects of employees' incentives, but also points out the shortcomings that lead to employees' dissatisfaction, so that salary management can be more scientifically applied to employees' working conditions.

A complete salary management system should actively respond to the reasonable needs of employees, and meet the reasonable requirements of employees through performance management assessment, so that employees can achieve expected work goals. In addition, business operators must continue to strengthen the initiative of employees, form guiding intentions among employees, and encourage behaviors that have played a positive role in organizational goals, and accelerate the realization of corporate strategic goals. If the employees' legitimate health care factors cannot be satisfied, the company's salary management system will be greatly affected, and the employees' sense of belonging and centripetal force will also be frustrated, which is very detrimental to the long-term development of the company. To sum up, the company should appropriately meet the health care factors of employees' legitimate expectations, so that the compensation system can produce the correct orientation effect in the development of the company.

(4) Current status of foreign research

George found through research : Although the performance appraisal process is an important connection between employees' personal behavior and corporate strategic goals, the performance appraisal process cannot change the way employees behave, and employees are often dissatisfied with the appraisal process. Will cause employees to have a higher willingness to leave.

Maslow proposed the hierarchy of needs theory in the 1940s, dividing human needs into five levels, among which physiological needs and safety needs are called low-level needs, while social needs, respect needs, and self-realization needs are called high-level needs . Only on the premise of meeting low-level requirements, will high-level requirements arise. Therefore, if it is applied to the field of modern enterprise management, monetary compensation is the most effective because technical employees want to survive. When technical employees work for family safety, the stability of work remuneration is very important, and the needs of social interaction, respect and self-realization are the personal value pursuits of technical employees and should be appropriately met.

Esteban F divided employees into two groups in 2016, and studied the compensation system by comparing the different results caused by the compensation system to understand the phenomenon of incentive reversal. The results of experiments have proved that, although in a certain period of time, money can play a role in motivating employees. However, once this stage is exceeded, not only will it not be able to effectively motivate employees, but on the contrary, there will be a reversal phenomenon, which reduces the level of effort of employees. Therefore, in response to this situation, companies can consider non-monetary incentives for technical employees, such as continuing education and training opportunities, which can also play an incentive role.

Many foreign scholars have done a lot of research on the role of salary. Scholar Bryson A did a lot of research in 2011 and concluded that: in terms of specific industries, long-term paid employees can create more work performance than short-term employees. After studying in 2012, foreign scholar Larkin believes that the role of salary is: on the one hand, it can motivate existing employees, on the other hand, it can attract external talents, and it can also promote the complementarity between employees within the company.

(5) Current status of domestic research

Since the reform and opening up, my country's salary system has undergone more than 40 years of research and some constructive results have also been achieved. Human resource management and salary management sprouted during the period of reform and opening up, and then have been continuously developed in the process of establishing a market economy system. At present, many views, ideas and techniques in human resources and salary management in my country are mostly borrowed from the research literature of foreign scholars.

Li Zhihua (2013) pointed out: Although the salary management system of foreign-funded enterprises is advanced, they are also facing the problem of integration with different salary cultures. The market competitiveness of salary comes from the advantages of salary level. The salary of foreign-funded enterprises is generally higher than that of domestic enterprises, and the market competitiveness is relatively strong. If there are conflicts between different salary cultures, the final incentive effect will drop sharply.

Tang Shuping (2010)'s point of view is: We can analyze the role of compensation from the perspectives of employees, companies and society. From the employee's point of view, salary is the guarantee of their lives, and more salaries can be obtained by motivating employees to work hard. From the perspective of the enterprise, reasonable salary can make employees feel satisfied and have an incentive effect, thereby creating more value for the enterprise; from the perspective of society, reasonable salary can maintain social stability.

Research Methodology

This article takes the salary satisfaction of the technicians of Quanqin Electromechanical Equipment Co., Ltd. as the research object, adopts the literature reading method and the questionnaire survey method, after studying and analyzing the salary satisfaction of the company's existing technicians, and then makes a reasonable optimization design.

Finding and Conclusion

Employee salary satisfaction has always been a familiar topic, but how to establish a scientific and reasonable employee salary satisfaction has never been a real conclusion, and there is no perfect conclusion from beginning to end. As the pace of globalization accelerates, improving employee salary satisfaction is very important for companies. It can not only attract and retain talents, but also establish a good image for the company, stimulate the creativity and enthusiasm of employees, and enable the company to develop in the longer term.

However, due to my limited knowledge and ability, the paper will also have some flaws and flaws. For example, the measures to optimize the design of the employee salary satisfaction scheme are slightly insufficient, the safeguard measures are not satisfactory, and there are some mismatches with the actual situation. These issues need to be further studied and improved. In the future work and life, I will pay more attention to the current situation of the company's employee salary satisfaction and conduct more in-depth and comprehensive research.

Recommendation

(1) Strengthen organizational guarantee

The optimal implementation plan of salary satisfaction must first be supported by senior managers. The company must set up a remuneration committee headed by the general manager, and send people to set up special working groups in relevant departments such as the human resources department, finance department, and administration department to allocate human resources, material resources and other related resources in order to increase employee compensation. Satisfaction measures provide organizational guarantees. The committee should clarify the work objectives and discuss the new compensation system from time to time to ensure that it can play an effective role and produce incentive effects.

(2) Perfect system guarantee

In the company's salary system, the performance appraisal of technical personnel will affect the total salary and bonuses and benefits. Therefore, the performance appraisal system must be improved to ensure the effective implementation of the remuneration system. In terms of evaluation standards, in order to improve the accuracy of evaluation indicators, it is necessary to collect employee performance information from multiple channels for evaluation according to the work content and performance of each technical staff. In the evaluation, reduce the interference of personal feelings, objectively evaluate the work performance of each technical staff, and ensure the fairness and objectivity of the performance evaluation.

(3) Do a good job of fund guarantee

The design of the optimization plan for employee salary satisfaction is a complex project that requires a lot of manpower and material resources, and capital is the focus of a reasonable allocation of resources. Therefore, based on long-term strategic goals, the finance department must establish a special fund use system, strengthen the management of special funds, and strictly implement the principle of optimization plan to ensure that the special funds are used for use. In the process of optimizing the salary system, the general manager must plan and arrange as a whole to eliminate the phenomenon of misappropriation of funds and reduce the problem of waste of funds.

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Research on the effect of participative leadership style on the organizational performance at Sainsbury's

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Abstract

The participative leadership style is exhibited when all organizational members take part in decision making, either directly or indirectly through representatives. Recent studies confirm the importance of participative leadership style, but there is a paucity of recent research on how participative research affects organizational performance for supermarkets in the UK, such as Sainsbury's. The aim of the present study was to analyze the effect of participative leadership style at Sainsbury's and suggest recommendations for improving the organizational performance of the supermarket. Secondary research (desk-based research) was preferred for the study to collect qualitative data, and content analysis was applied to the retrieved secondary data. Three findings have been observed, and two recommendations made.

Keywords: participative leadership; organizational performance; Sainsbury's

Introduction

Research background

A common observation by several authors is that leadership (used interchangeably with 'management') in the modern-day organization is a process of social influence that maximizes efforts of the subordinates (employees) towards achieving the organizational goals as set out by the superiors (the management) (Ruben & Gigliotti, 2016; Oc & Bashshur, 2013). Among the several prominent authors on management/leadership is John Kotter, who in 2012 published a book called 'Leading Change'. In the book, the author observes that the leadership at the organization defines the vision of the future, align the members of the organization to that vision, and inspire the members of the organization to pursue this vision in spite of the barriers (Kotter, 2012).

When defining the vision for the organization at hand and aligning the members of the organization towards such vision, a number of frameworks have been used to describe the leadership (management) styles that have been proposed in the past. For example, Goleman (2017) observed that six kinds of leadership (or management) exist at organizations: commanding, democratic, coaching, affiliative, visionary and pacesetting leadership. When compared and contrasted to these observations, Kurt Lewin observed that three styles of leadership/management exist at the organization: laissez-faire, democratic and autocratic leadership (Cherry, 2006). However, delving into detail on the specifics of the different aforementioned leadership/management styles is beyond the scope of the current research paper.

One relevant study, however, is the study conducted in the 1960s by Rensis Likert and colleagues, establishing four facets of leadership that borrowed from the earlier decades of research. The four facets were: consultative management, benevolent authoritative management, exploitative authoritative management, and participative management (Likert, 1967). From these four facets, Likert (1967) made an important observation that participative management style (when contrasted to the other three styles) was the best towards enhancing teamwork, enhancing communication, as well as enhancing overall participation of the subordinates towards realizing the vision of an organization.

The participative leadership (management) style is a leadership style in which all organizational members take part in decision making, either directly or indirectly, through representatives. Likert (1967) earlier on mentioned that the participative style was highly suited to the long-term organizational benefits. Later on in the 1970s, the observation by Gary Yukl was that participative leadership was important, and thus four management styles could be described based on differing participation levels: consultation, delegation, joint decision and autocratic (Yukl, 1971). From these four management styles, the joint decision style was optimal for the organization (Yukl, 1971).

Recent studies also confirm the importance of participative leadership style. For example, Polston-Murdoch (2013) observes that a leader/manager that implements a participative style attracts better organizational performance compared to a leader/manager who does not implement the participative style. The finding draws support from research by Kotter (2012), noting that the participative style motivates subordinates towards goal attainment as the subordinates take part in goal-setting. This leads to improved overall organizational performance.

Research problem

There is a lack of recent research on how participative research affects organizational performance for supermarkets in the UK, such as Sainsbury's. Today, there is a high importance placed on participative leadership style. However, research is scarce on how the combined decision making from participative leadership style contributes to organizational performance.

This paper raises the following three questions

1. What impact does leadership style have on organizational performance?
2. How does leadership style affect overall decision making?

3. What role does leadership style play in employee motivation?

1. Objective of the study

Just like Yukl (1971) earlier observed, participative leadership can take a variety of forms and can run from consultation to joint decision. The aim of the present study is to analyze the effect of participative leadership style at Sainsbury's and suggest recommendations for improving the organizational performance of the supermarket. The study seeks to achieve the following three objectives:

- To establish the presence of a participative leadership style at Sainsbury's
- To determine the effect of the participative leadership style on organizational performance at Sainsbury's
- To make suggestions for improving organizational performance at Sainsbury's in light of findings.

Scope of the study

The study will be limited in scope, focusing on Sainsbury's supermarket chain. Establishing organizational goals which are consistent with the needs of the supermarket can result in more satisfied employees, whose performance contribute to organizational success.

Research significance

The findings of the study are significant as they not only address the gap in the research but the suggestions can be used by supermarket management practitioners for adapting their leadership style to improve the performance of their organizations.

Theoretical framework

The theoretical framework for the study is based on the concept of intrinsic motivation. Empirical studies have presented evidence indicating that participative leadership positively affects the work outcomes of the subordinates based on psychological empowerment and intrinsic motivation (Sagnak, 2016). For example, the findings in the meta-analysis by Kim, Beehr, & Prewett (2018) revealed that intrinsic motivation mediated the connection between the participative leadership style and the employees' 3rganization3l commitment. Recently, Mulki & Jaramillo (2011) have demonstrated that participative leadership behavior can increase the self-efficacy of the salesperson, and in turn, this is positively linked to the individual's sales performance. Yukl (2012) observes that the participative leadership style offers intrinsic motivation to the employees as it enriches the work experience of the employees. The employee is offered more independence at the workplace, various choices for accomplishing assignments and thus develop some sense of empowerment. By making employees feel they are important in the decision making, enhances the employee connection to an 4rganization, encouraging better performance (Yukl, 2012).

Hypothesis

The research hypotheses are that:

H1: Participative leadership style positively affects the organizational performance at Sainsbury's by intrinsically motivating the employees.

H0: Participative leadership style does not affect the organizational performance at Sainsbury's by intrinsically motivating the employees.

Literature Review

Generally, the review of the literature points out that there are two groups of theories trying to explain how participative leadership affects performance: the exchange-based theories and the motivational theories. The exchange-based theories (EBTs), cited by among others Lam, Huang, & Chan, (2015), concentrate on reciprocity between superiors and subordinates at an organization. Chief among these is the social exchange theory (SET), which was originally discussed by Blau (1964) and whose position in this context is that in the event that the employee is treated fairly and considerably by the superior, then the employee would likely reciprocate the behavior by working extra hard at the organization (Wu & Lee, 2017). In this way, the extra efforts can be translated to improved organizational performance. Eva, Newman, Miao, Cooper, & Herbert, (2019) published a study indicating that the participative leadership style can make an employee feel that his/her superiors are treating him/her with fairness, dignity and respect, and consideration, which happen to be conducive to high trust levels on the superiors (Eva et al., 2019). When the levels of trust are high, the subordinate is likely to make efforts towards accomplishing the job tasks (Lam et al., 2015). Exchange-based theories have long been used for explicating causes of employee behavior at the organization, and this includes employee performance. The findings of the study by Wu & Lee (2017) acknowledged a possibility that in trustful exchange relationships, the employees can reciprocate fair treatment from their superiors in the form of task productivity.

The other group of theories is motivation-based theories. The position of the motivational theories is that increasing the participation of the subordinates in the decision making can increase the performance of the subordinates through improved motivation (Safonov, Maslennikov, & Lenska, 2018). Previous studies indicate that the participative style of leadership/management by the superiors plays an important role in offering the subordinates sense of self-determination, feeling of self-worth and experiencing intrinsic motivation (Lam et al., 2015). A term that has been used to describe this is a feeling of "psychological ownership" by the subordinates

(Torp & Nielsen, 2018), which in turn increases the feeling of control and self-efficacy, and reduces the sense of being powerless in the decision making (Li & Qian, 2016). Other studies by Sagnak (2016) point out that the participative leadership style can potentially induce a sense of empowerment amongst the subordinates. This sense of empowerment is conceptualized as an aspect of intrinsic motivation for performing tasks (Akpoviroro, Kadiri, & Owotutu, 2018). The participative leadership style has also been linked to the hierarchy of needs by Abraham Maslow, as observed in the study by Sinani (2016), where the authors mention that the participative leadership style promotes employees who are growth-motivated and they nourish a high level of needs, resulting into employees that are highly satisfied.

However, critics like Bush (2016) have pointed out that participative leadership leads to costly delays in decision making and may even be dangerous for organizations undergoing change where quick and firm decisions by the leader are required (King & Land, 2018).

Research Methodology

Secondary research (desk-based research) was preferred for the study to collect qualitative data that would be more in line with the purpose of the study. In the aftermath of the Covid-19 pandemic, secondary research was preferred as it was convenient and it was practical; it was not practical to undertake primary research following the Covid-19 social distancing guidelines. The online university database, as well as Google Scholar, were highly resourceful for the collection of data. The keywords searched included: participative leadership + effect + organizational performance + Sainsbury's. The synonyms relating to the keywords were also used in the search fields, where the search output was restricted to post-2011 publications in order to have recent data (Saunders, Lewis, & Thornhill, 2007).

Content analysis was applied to the retrieved secondary data. The sources of the secondary data were varied, and this included publications containing interviews, conversations, open-ended responses and other forms of communicative language such as media speeches and discussions. The study analyzed different text forms in the analysis. In order to analyze data using the method of content analysis, the text was coded into several code categories that were used for summarizing the data. The coding was done using NVivo coding software, where it was easy to input the code categories and automate the coding process. The use of software made this coding process efficient and quick. The results were then analyzed, and the general trends and patterns observed were generalized to be presented as findings. The coding scheme was reexamined and reassessed, and the decision was then made to do away with the unused or irrelevant text. The findings will be presented as the qualitative findings of the study, to be compared against earlier observations from the literature review (Saunders et al., 2007).

Finding and Conclusion

From the content analysis, three key findings can be observed. First, most of the employees at Sainsbury's prefer a participative leadership style, which, however, they do not get to fully experience at Sainsbury's. Different reasons exist for this preference. In the participative style, the employees accept responsibility for the work they have been allocated, accept that their roles are to help Sainsbury's achieve its organizational objectives, and also accept to assume all responsibility for the quality of their work output. The role of the management is to support the subordinates by removing the barriers on the path of the subordinates towards achieving the laid down objectives. The typical Sainsbury's manager often coordinates work of employee group directly under his supervision with that of a higher employee group that he/she is subordinate to. As the assigned roles may be the source of frustration or satisfaction, depending on the existing work conditions, the extent that a subordinate derives satisfaction from his/her work is also dependent on how well he/she experiences participation in decision making from the management. The employee that experiences significant levels of participation in decision making by Sainsbury's management often does his/her work to the best of his/her ability, but unfortunately, it is hard to state whether this is replicated in the entire organization.

A second significant finding is that an opposite relationship has been revealed between the style of management that the Sainsbury's management team believes it is implementing at the organization and the style of management that is actually experienced by the Sainsbury's employees. The content analysis reveals that whereas a significant portion of Sainsbury's management team believes that it is practicing a participative management style, however, the employees cannot readily agree that this is the case. Nonetheless, this is not the same as saying that the employees believe that the management is not practicing a participative management style. It is unclear whether what the leadership style Sainsbury's management believes is implementing is actually felt by the subordinates in the same way. As such, it is difficult to pinpoint whether this participative management style directly affects the organizational performance at Sainsbury's. This is because the employees feel that the management constantly needs to direct (rather than make joint decisions with) employees towards achieving certain performance targets, and it is challenging to think that an employee who has consistently low morale can deliver great services or produce some exceptional products when not directed so by the management. The findings reveal that whereas the management would like to believe that it practices participative leadership style at Sainsbury's, the employees do not feel that they experience this directly.

A third significant finding is that the Sainsbury's supermarket working environment may be great, but it leaves little room for employee innovation. This is because there is little room for employee innovation in the supermarket setting, where the core work is to retail products to consumers. Thus, the impact of participative leadership style may not be immediately reflected on organizational performance. The key issue is that the supermarket environment may limit the employee towards realizing full potential due to limited allowance on employee innovation. As such, it may not be the best environment for assessing the effect of participative leadership style on organizational performance.

In conclusion, there are no conclusive findings, and it is not immediately clear how participative leadership affects organizational performance at Sainsbury's. As such, the null hypothesis is not rejected. This leads to two recommendations:

Recommendations

The first recommendation is that participative leadership needs to be used with other leadership styles at the organization, such as authoritative leadership, depending on the situation. If the situation is critical or urgent, then less participative leadership may be more impactful.

A second recommendation for the study is that there is a need to further research on the topic using primary research methods. Using this study as a starting point for further research, the subsequent studies may consider using primary research methods like interviews and surveys on the organizational members of Sainsbury's to collect more recent and relevant data.

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Research on the Path of Integrating the Excellent Traditional Culture of the Chinese Nation into the Moral Education in Colleges and Universities

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Abstract

Chinese excellent traditional culture belongs to the very precious spiritual wealth of Chinese nation. When studying the role of Chinese excellent traditional culture in college students' moral education, connecting Chinese excellent traditional culture to college students' moral education is also the focus of studying the cultivation and practice of socialist core values in college students' political education. Chinese excellent traditional culture and socialist core values are always unified. Strengthening college students' moral education is to inherit, carry forward and strengthen Chinese excellent traditional culture. In the process of moral education for college students, under the guidance of socialist core values, establish a "four in one" excellent traditional culture education model integrating society, campus, family and individual, to fully get the path and method of integrating Chinese excellent traditional culture into college students' moral education.

Keywords: The Chinese nation; Excellent traditional culture; Colleges and universities; Moral education

Introduction

The proposal of the Chinese dream of the great rejuvenation of the Chinese nation shows the high historical responsibility and mission pursuit of the Communist Party of China. Adhering to and developing socialism with Chinese characteristics and cultivating new people of the times who can take on the great task of national rejuvenation to a greater extent is the new educational goal of the Communist Party of China in the new era. This points out the direction for how, who and for whom colleges and universities train people. To cultivate new people of the times who take on the great task of national rejuvenation, colleges and universities need to better cultivate and practices Socialist Core Values among college students based on Chinese excellent traditional culture. The main way of students' ideological, political, and moral abilities is college moral education. Therefore, we need to pay attention to the way of integrating Chinese excellent traditional culture into college moral education, so that it can promote the role of colleges and universities in cultivating and practicing socialist core values, which is worthy of in-depth thinking and exploration.

Research Background

Since the reform and opening up, under the leadership of the Communist Party of China, people have always adhered to the concept of emancipating the mind and seeking truth from facts, carried forward the spirit of national traditional culture more in line with the actual situation under the leadership of the party, and constantly endowed new connotation with the development of society. This plays an important role in promoting social development, strengthening the construction of socialist spiritual civilization, and improving people's moral quality. At present, we are in a stage of great ideological activity and great collision of ideas. Various cultures always blend. Mainstream ideology. There is not only integration but also struggle, also need to face the conflict of different cultures. If it is not handled properly, it is easy to have the problem of ideological confusion, which will also have an adverse impact on China's moral education, which is more obvious in contemporary young college students. Most young college students are the main carriers of social thoughts. The instability of their psychological factors and the immaturity of their thinking determine that they are easy to be misled by backward and decadent culture, and there will be the problem of partial pursuit of popular culture and overall negation of national traditional culture. The core of the spirit of China's national traditional culture is mainly reflected in three aspects. The first is the national spirit with patriotism as the core, the second is the spirit of the times with reform and innovation as the core, and the last is the social concept of honor and disgrace with practice harmony and shame on deviating from and destroying harmony. In a sense, the Enlightenment of the excellent traditional culture of the Chinese nation to future generations belongs to the behavior side of life, but the inheritance of traditional culture bears the characteristics of duality and has a great impact on people's ideology and morality. The inheritance of traditional culture needs us to be guided by the viewpoints of dialectical materialism and historical materialism. We should distinguish between the need to vigorously carry forward excellent traditional morality as much as possible and the need to abandon the decadent culture of feudal superstition and some cultural traditions that contain both excellent traditions and dross. In addition, we also need to analyze specific situations and different problems. At present, China is in the period of socialist transformation, with rapid economic and scientific and technological development, improvements have been made in the clothing, food, housing and transportation of our citizens. However, everything has two sides. While China's economic take-off and scientific and technological progress have brought benefits to the people, many unstable factors have also been added to the society: with the innovation of economic structure, social system and human concept, people's values have become more diversified, and citizens are increasingly affected by western ideological trends, such as individualism, utilitarianism, and money worship Hedonism is becoming more and more popular, resulting in the lack of citizens' concept of integrity, deception and fraud, different knowledge and behavior and other moral problems. In addition, in the process of competition with major countries in the world, China pays more and more attention to the importance of "national soft power" and puts forward that the construction of material civilization and spiritual civilization are equally important, both of which are an indispensable part of social development and progress. "Both the construction of material civilization and spiritual civilization should be grasped and hard" shows the importance of socialist spiritual civilization. In the process of building socialist material civilization, the party and the government proposed to respect China's basic national conditions and proceed from reality. In the process of building socialist spiritual civilization, we should also seek truth from facts and respect the basic national conditions of China's spiritual culture. China has a long history and profound historical and cultural accumulation. China's thousands of years of feudal rule collapsed after the revolution of 1911. With the abdication of emperor Xuantong, the life of China's feudal dynasty ended abruptly. However, in terms of its culture, China has experienced the baptism of the new cultural movement and the cultural revolution, and the ancient Chinese traditional culture still affects people. Due to the historical limitations of the ancient people, there are some decadent and backward cultures in ancient Chinese traditional culture, such as ancient bad habits, patriarchal preference, feudal superstition, men's superiority over women and other backward ideas. In some backward and remote rural areas of China, these ideas still affect people's lives.

Research Problems

First, the understanding of the integration of Chinese excellent traditional culture into college students' moral education needs to be strengthened to give full play to the edification and education of Chinese excellent traditional culture. It is of great significance to innovate and develop the inheritance of Chinese excellent traditional culture. The rupture of the cultural chain will always bring all kinds of cultural aphasia. Our neglect, indifference and misunderstanding of the learning and inheritance of excellent traditional culture and education has threatened the promotion of national cultural soft power and cultural security. We must pay attention to it and face it squarely. Culture, especially the integration of Chinese excellent traditional culture and college students' moral education, and the strength of educational practice is not enough. In the process of moral education among college students, actively and reasonably integrating the teaching and practice of Chinese excellent traditional culture education can effectively inherit and innovate, develop Chinese excellent traditional culture education, and give full play to the important role of Chinese excellent traditional culture education in college students' moral education.

Second, the effect of practice is poor. In recent years, all sectors of society have gradually attached importance to the important role of Chinese excellent traditional culture education in college students' moral education. However, although some colleges and universities can recognize the importance of Chinese excellent traditional culture education in the process of practice, there are some problems in the actual practice of some colleges and universities, such as weak pertinence of traditional culture education, emphasis on theory; The education system is not perfect and the training form is too single; The coverage is not wide, the participation is not high, and the educational effect is not obvious: there is a lack of institutional guarantee; There are five problems that the effectiveness of education is not strong. In classroom education, the teaching design is often lack of pertinence, which is seriously separated from the real life of the educated students. The reasons are that there is no in-depth excavation, studies on the excellent Chinese traditional culture, and the highlights of the excellent Chinese traditional culture, There is a problem that the educated students cannot really understand the profound, they cannot be used to better guide practice, and finally all affects the effect of integrating Chinese excellent traditional culture into college students' moral education and teaching.

Therefore, based on the above research background, the following research problems are proposed:

1. Why is it necessary to integrate Chinese traditional culture education into school moral education?
2. What are the possible ways of integrating Chinese excellent traditional culture into college students?
3. How could educators improve the moral education and related evaluation system of excellent traditional culture in colleges and universities?

Objective of the study

This paper focuses on clarifying the problems existing in the current moral education in Colleges and universities, deeply excavates the contemporary value of Chinese traditional culture, analyzes the feasibility of integrating traditional culture into moral education in Colleges and universities, and then uses the research method of questionnaire to conduct field research. Based on the comparative analysis of the results of the questionnaire, this paper finds out the specific problems encountered in integrating Chinese excellent traditional culture into the moral education in universities and analyzes the reasons; Finally, some effective suggestions are put forward from the aspects of teachers, classroom, teaching content and teaching methods. In the process of promoting the reform of moral education teaching content in universities, we should combine the excellent traditional Chinese culture with Marxist philosophy theory, effectively change the traditional teaching thinking, and create a learning atmosphere not only in the school classroom, but also in campus life. With the support of new teaching technology, teachers should meet the learning needs of students and the goal of inheriting the excellent traditional culture of the Chinese nation.

Scope of the study

This paper mainly starts with the research on the current situation of moral education in universities, analyzes the opportunity of integrating traditional culture into moral education in Colleges and universities and the feasibility of practical teaching work, deeply analyzes the problems and practical difficulties encountered in integrating traditional culture into moral education in universities, and makes a scientific analysis on this basis, it combines traditional education methods with new media such as the Internet, puts forward innovative opinions and suggestions on the methods and ways of integrating Chinese excellent traditional culture into higher education, and implements in-depth research and better analysis on the basis of these contents.

Research Significance

The first is the theoretical significance. Moral education in colleges and universities has always had a great impact on the formation of national civilization character and national spirit and the development of national culture. It also plays an important role in social development. For the construction of colleges and universities in a country, the education situation of colleges and universities has a great impact on the overall cultural quality and economic level of the country. National college education is enough to affect and even determine the rise and fall of a social culture and economy. College moral education can not only realize the education of scientific theoretical knowledge for college students, but also can improve their own quality and help college students develop good character, which plays an important role in college education. In this highly competitive society, whether a country can win an invincible position ultimately depends on whether it could stand out in the global competition or the innovation ability of the whole country. China's excellent traditional culture is accumulated by the ancient ancestors after thousands of years. It is the precious spiritual wealth and material cultural heritage left by the ancient working people. It contains comprehensive knowledge and profound life philosophy in all aspects. Integrating China's excellent ancient culture into the moral education of college students can fill the gap of single textbook knowledge, enrich the teaching content of Ideological and political education in universities, and provide spiritual power and intellectual support for college students' moral education.

The second is the practical significance. Practice is the source of cognition. As a deep-rooted national culture, traditional culture is still inheriting and developing after several crises. There must be an immortal root in the actual society. This is China's national conditions, the traditional psychological mode and thinking mode of the Chinese nation, and the knowledge of getting along with each other. There are good and bad in it. We take the essence and reject the dross in the process of inheritance and development. The content of patriotism in China's contemporary university ideological and political education is not only an important part of the socialist core value system, but also an essential content in China's ancient excellent traditional culture. It can be said that patriotism has been an emotion since ancient times. Whether in China's long history and culture, or in romantic literature and art, there is a strong stroke of patriotism and bright color. At present, the Communist Party of China serves the people wholeheartedly, and the whole nation makes joint efforts to realize the Chinese dream. At the same time, it provides more realistic and fresh materials for patriotic education, making moral education in colleges and universities more reasonable and vivid. College students can further understand the fine national traditions, enhance national pride, stimulate patriotic enthusiasm, and contribute to the great rejuvenation of the Chinese nation in practice.

Theoretical framework

1. The necessity of integrating Chinese traditional culture education into school moral education

Cultural construction belongs to the process of cultural inheritance carried out by the country or nation based on its inherent cultural traditions. Under the background of the rapid development of science and technology, the Internet touches all aspects of the world. Under the circumstances of various ideological and cultural agitation, it can innovate the main ways of civic moral education and play a positive role in the cultivation of national literacy in China, to carry forward the excellent traditional cultural text of Chinese ethnography among college students is more important for strengthening and improving the ideological and political work in colleges and universities and improving the effectiveness of education. National traditional culture education is an important part of strengthening college students' moral education. China's traditional culture is formed based on cultural accumulation and construction in the process of thousands of years of historical development, it has been deeply melted into the ideology and code of conduct of the Chinese nation, gradually internalized into people's cultural psychology and character, effectively penetrated social, economic and political life, and gradually become an important part of China's national conditions. This also promotes the education of national traditional culture in context of building socialist culture with Chinese characteristics and better building a harmonious society.

1.1 Adhering to and developing Marxism requires traditional culture

Dialectical materialism and historical materialism always believe that Marxism does not fall from the sky "As a universal truth", an important feature of Marxism is that it pays attention to the combination with specific reality. Therefore, the combination of Marxism with the reality of Chinese revolution, effectively with contemporary Chinese practice and characteristics of the times, and with the traditional culture of the Chinese nation has successively produced Mao Zedong thought, Deng Xiaoping Theory, and the important thought of Three Represents, this has also become the guiding ideology of China's socialist modernization. Therefore, it can effectively adhere to Marxism and critically inherit traditional culture. Without critical inheritance, there will be no persistence. At present, China is facing the construction of a well-off socialist harmonious society in an all-round way. We should be able to realize that a socialist harmonious society is a society with noble moral level, and the concept of honor and disgrace belongs to one's world outlook, outlook on life and values. It is an important theoretical support for the development of national traditional virtues. It not only contains the attitude towards life, but also further reflects the basic socialist ethics, and fully explains the combination of the excellent virtues of the Chinese nation and the excellent revolutionary morality with the spirit of the times.

1.2 National traditional culture is an important cultural background of students' ideological and moral education

The traditional culture of the Chinese nation for thousands of years has constituted the cultural background of Chinese society. Under this background, college students are not only the realistic bearers of national traditional culture, but also the disseminators of traditional culture. Their ideas are always affected by national traditional culture. Contemporary college students are the builders and main force of socialist culture with Chinese characteristics. Cultural development has inheritance and continuity. It cannot leave and must rely on the tradition of national culture. "Every generation grows up under the education and edification of traditional culture" based on cultural tradition. Combined with the development of the times, we can innovate the culture of the new era and further enrich and develop national culture. While actively carrying forward the spirit of national traditional culture, we must also pay attention to the negative impact on contemporary college students due to the duality of traditional culture. While advocating the mainstream, we also need correct guidance to enhance college students' ability to distinguish right from wrong.

1.3 National traditional culture helps to cultivate good moral quality of contemporary college students

National traditional culture with current culture is the main body. After thousands of years of accumulation and development, it has been deeply integrated into the blood of the Chinese nation! It has become the basic characteristic and important value orientation of Chinese civilization. The core content of the excellent traditional culture of the Chinese nation is to advocate the concept of harmony and embody the spirit of harmony adhering to and implement social norms. Throughout the thousands of years of development history of the Chinese nation, if social stability and national harmony and the people live and work in peace and contentment, the society will show a thriving scene, which is the basic idea in the excellent national cultural tradition. Its enterprising national spirit and sense of danger in times of peace place a strong sense of historical mission with the world as its own responsibility so become the basic spirit of patriotism. Carrying out traditional culture education in colleges and universities is conducive to cultivating good moral quality and quality of contemporary college students.

2. Ways of integrating Chinese excellent traditional culture into college students

2.1 Guide college students to establish a correct outlook on moral education of excellent traditional culture

By strengthening the publicity of traditional culture and improving the depth of students' understanding of Chinese excellent traditional culture, we should further strengthen the theoretical research of Chinese excellent traditional culture while giving full play to the main role and self-education of college students. "Classroom education" and "teacher education" are also the best Chinese excellent traditional culture among college students, and the most effective way to cultivate college students' integrity education. Integrating the excellent traditional Chinese culture into the moral education of college students and strengthening moral quality through education is a two-way interactive practical activity, also requires teachers to teach the ideological and moral resources of excellent traditional Chinese culture. And students need to take the initiative to accept and internalize it into their own consciousness. In this process, the two-way subject ability of teachers and students plays a very key role. In addition, it is also necessary to enhance students' subject ability of learning, train students' willpower to cultivate the concept of integrity through learning Chinese excellent traditional culture, form good habits, and cultivate the practice ability of cultural consciousness and integrity consciousness.

2.2 Strengthening teaching management

Strengthening classroom teaching management classroom is the main battlefield for schools to cultivate talents. Quality education runs through the teaching process. Classroom teaching is the key to improved students' basic quality and the main way to implement quality education. Colleges and universities should grasp the key of classroom teaching, reform teaching methods, integrate Chinese excellent traditional culture into the classroom, especially the ideological and political theory course related to moral education, and let the classroom play the role of "main battlefield". In the main ideological and political theory courses of the school, the teaching content of excellent traditional Chinese culture is added, and new teaching methods such as modern software, flipped classroom and small speech before class are adopted to make students like to learn, understand, rather than blindly instill theoretical knowledge. Secondly, the school can offer a variety of elective courses related to excellent Chinese traditional culture, so that students can have more opportunities to understand excellent Chinese traditional culture while learning their main professional courses and set up Q & A courses and on-site discussion courses to stimulate students' learning enthusiasm and enable students to have a correct understanding of excellent Chinese traditional culture.

Improve the excellent traditional cultural literacy of professional teachers. As a teaching leader, teachers shoulder the arduous task of imparting knowledge and shaping students' world outlook, outlook on life and values, which determines that teachers should not only have a high teaching level, but also strengthen their own cultivation of excellent Chinese traditional culture, which is the premise of carrying forward excellent Chinese traditional culture through classroom teaching. Teachers are not only the engineers of students' souls, but also the wind vane of social morality. College teachers are not only role models for students, but also role models for society. Teachers of Ideological and political theory should be moral models and pioneers of civilization. Therefore, teachers of Ideological and political theory need to further consolidate and improve their excellent traditional Chinese cultural literacy. Colleges and universities should scientifically and reasonably provide all teachers with opportunities for training and learning Chinese excellent traditional cultural literacy and building a professional team of teachers with noble ethics, noble character, and exquisite business.

2.3 Improve the moral education and related evaluation system of excellent traditional culture in colleges and universities

It establishes two-way communication channels, improve the construction of evaluation mechanism of excellent traditional culture education in universities, and ensure the effectiveness of education. In terms of system construction, we should first establish and improve the leadership responsibility system of traditional culture education and the implementation plan and scheme of education work. It is an essential form a hierarchical and standardized system to ensure the smooth development of education. By establishing and improving the supervision mechanism, incentive mechanism and evaluation mechanism of excellent traditional culture education, we can ensure the operation of the long-term mechanism in the process of excellent traditional culture education. We should set specific assessment indicators for college students' excellent traditional culture education to effectively guide and standardize the education work.

Hypotheses

At present, the academic research on the integration of traditional culture into moral education teaching in universities has always been decentralized, that is, the research on traditional culture focuses more on Sinology and philosophy, while the research on moral education in universities focuses more on the application of pedagogy, politics, and Marxist philosophy. Therefore, the current moral education in universities will ignore the role of moral education of Chinese traditional culture. Although a few scholars combine the two, there are few research results, no new theoretical system has been formed, and cannot be applied to practical teaching activities. Based on the research background, the author therefore puts forward the following hypotheses:

1. Integrating the excellent traditional culture of the Chinese nation into the moral education in colleges and universities can effectively help the reform of college moral education.
2. It is essential for China's excellent traditional culture to be integrated with college moral education from the development and maturity of theory to the formal application of practical teaching activities.

Literature Review

When studying moral education abroad, moral education in the west has experienced the development process of attention, struggle, decline and revival. The three scientific and technological revolutions, especially the second and third, made western countries use science and technology to rapidly improve their national economic and military strength, also made western countries pay more and more attention to the cultivation of scientific and technological majors, and the development of moral education declined. Until the 1970s, many countries had moral problems to varying degrees. The government began to realize the importance of moral education, scholars and educators also began to reflect.

Among the relevant studies of Chinese scholars, it is believed that there is no direct literature on the integration of Chinese excellent traditional culture into the moral education of colleges and universities in the new era abroad, but we can get relevant enlightenment from foreign civic education. There is also some reference for the research on the related concepts of educational objectives, traditional culture, national identity and cultural literacy. Considering the comparative study that may be involved in the study, the selected countries should be an Asian country and a European and American country. Asian countries mainly choose Japan because China and Japan have many similarities in cultural context and have unique views on the inheritance of traditional culture. European and American countries mainly select the United States. In recent years, the United States has spread its culture and values to the outside world, which has impacted the traditional values of various countries. The study of the communication of American culture and values will help to learn from its communication advantages and give enlightenment to the development of Chinese excellent traditional culture.

An (2017) states that by analyzing the value of Chinese culture and its impact on Ideological and political education, we can promote the integration of Chinese excellent traditional culture and ideological and political education, so as to promote their development.

Zhou (2014) pays attention to the importance of infiltrating traditional Wushu Culture in moral education based on the research of carrying forward Chinese Traditional Wushu culture and effectively infiltrating moral education, so as to provide a new direction and foundation for curriculum education.

Wu (2019) believes that the philosophical connotation of Chinese traditional culture is always connected with the ancient and modern times of China and the West. Making full use of the rich connotation of Chinese traditional culture to strengthen and improve college students' Ideological and political education can adhere to the principle of integrity, give better play to the function of Chinese traditional culture, internal cultivation and the unity of informed will, so as to enrich the content of students' Ideological and political education, improves the level of College Students' Ideological and political education and enhance the effect of College Students' Ideological and political education.

Xie (2019) believes that in the past 40 years, China's moral education has been closely related to China's social moral requirements and personal virtue practice. In the process of exploration, a new era paradigm of great virtue and the combination of social morality and personal virtue has been gradually formed. Taking people's all-round development as an important core, adapting to the needs of national construction and development, meeting the basic moral needs of social citizens and meeting the quality needs of individuals have formed a new core paradigm and system of moral education in China, and realized a major innovation in the theory and practice of moral education. China's moral education has found its own way of moral education in the course of 40 years.

Jiang (2011) thinks massive moral culture includes rich psychological thought of moral education. Contemporary Chinese moral education, only deeply rooted in the soil of traditional Chinese excellent culture and scope nutrient of world excellent culture, can grow up healthily. The method of moral education can truly enhance its actual effect only accord with the rule of individual moral development.

Liu (2017)proposes that ideological and political education is the main line of preparatory education in national preparatory colleges. In order to combine Chinese teaching with moral education, teachers can express and convey moral education in classroom teaching, so that students can excavate and understand moral education through homework. Teaching and moral education can combine and promote each other.

Hao (2020) analyzes the reasons for the low effectiveness of moral education in higher mathematics teaching, obtains the contents and ways of moral education integration in Higher Mathematics Teaching in the new period, and finally puts forward the matters needing attention in moral education integration in Higher Mathematics Teaching in the new period. Theoretically, the content of moral education is innovative. Based on the concept of students' moral education and guided by moral education, it is essential to moral education objectives at different stages and levels, tap the moral education resources contained in the current real life and social hot spots, and pay attention to the inheritance and Enlightenment of Chinese excellent traditional culture, especially mathematical culture and history in moral education. In practice, it has improved the methods of moral education and widened the ways of moral education. Moral education methods should be close to reality and life, adapt to students' personality and hobbies, and be diversified. We can carry out moral education by improving the working mechanism of moral education management and publicity, strengthening the construction of moral education team and creating an educational atmosphere for all staff.

Research Methodology

This paper intends to adopt the research methods of literature research, investigation and empirical research, in order to make a more systematic and in-depth study on the integration of Chinese excellent traditional culture into college moral education. The following methods will be used in the specific process:

1. Literature research method

It mainly carries out writing based on literature analysis and in-depth research, collects literature according to clues, pays attention to the research results of the integration of Chinese excellent traditional culture and college moral education, and the research results related to college moral education in the new era. After the literature collection has come to an end, we will conduct in-depth and detailed research on the collected data and comprehensively sort it out. Through the study of literature, the author clarifies the core problems of the research, analyze and summarize the problems that need to be solved.

2. Investigation and research method

Questionnaire survey is a widely used method in social survey at home and abroad. The so-called questionnaire survey method refers to the method that the investigators conduct a questionnaire survey on the respondents through pre-designed questions according to the requirements of the subject, then analyze the results of the questionnaire survey with statistical methods, and finally obtain the target data and information.

3. Empirical research method

It is a method to observe and understand objective phenomena, then obtain certain experience, and then show people the real and accurate research results. This research method attempts to eliminate the subjective value judgment, reveal the internal components of the research object and the general relationship between the components, and finally summarize the essence and operation law of the phenomenon.

Findings and Conclusion

At present, there are some deficiencies in the inheritance of Chinese excellent traditional culture and moral education in colleges and universities. In this regard, we should attach great importance to it, face the existence of defects and deficiencies, actively face these problems, combined with the new characteristics and new needs of the development of today's era, and strengthen the road of carrying forward Chinese excellent traditional culture and moral education in colleges and universities. Therefore, moral educators in colleges and universities, all sectors of society and families should make concerted efforts to edify the thoughts of college students with the profound connotation of Chinese excellent traditional culture, guide them to understand China's long history, enhance their cultural self-confidence and improve their moral quality, to make them better contribute to the construction of socialism with Chinese characteristics. Thus, it has become the successor and promoter of China's excellent traditional culture, so that China's excellent traditional culture still exudes its unique charm in the future society and makes the essence of China's traditional culture last for thousands of years to further inherit and strive to develop.

Recommendation

In ancient China, traditional virtues such as respecting the old and loving the young, helping others and making extensive financial resources continue. The excellent traditional culture of ancient China is still continuing in real life and contemporary education. These are important components of the excellent traditional culture of ancient China. Colleges and universities are the most active ideological field and the position that has the greatest impact on society. How to reform college moral education and innovate the method of integrating the excellent tradition of the Chinese nation into college moral education has become an urgent task for college moral educators. As the backbone of the construction of the motherland, college students should deeply understand the excellent traditional culture of ancient China, inherit and develop Chinese civilization, and strive to shoulder the historical task of the great rejuvenation of the Chinese nation. Higher education needs to create a better path for the integration of Chinese traditional culture into moral education, to enrich the teaching content of students' moral education, improve students' moral level and personal cultural literacy, and make contributions to the construction of socialist spiritual civilization.

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Research on Obstacles and Measures in Organizational Communication Management

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Abstract

The purpose of communication is to adapt the cognition and behavior of individuals or groups to each other through mutual understanding and identification. To a large extent, the entire management work of the organization is related to communication. In organizational life, almost every activity needs the support and assistance of others. And because of the many levels , Individual cognition, educational background, growth experience, interest needs, differences , Limitations of the environment in which the organization develops , Make communication more complicated and important .Within the organization, there are communication between employees, communication between employees and work teams, and communication between work teams; Outside the organization, there are communication between the organization and the customer, and the communication between the organizations. Therefore, Communication occupies an important position in organization management, Good communication can promote the healthy development of the organization, Has a huge impact on the organization to make the right decisions. After investigating many organizations, we will find that, The most important thing for interview examiners in the personnel department is communication skills, teamwork skills and analytical skills. Communication skills are ranked first among the abilities required of administrative managers Not surprising at all, Just imagine, Inside the organization, What is more important than effective communication to influence every member to achieve organizational goals.But, There are currently varying degrees of communication barriers in various organizations, This has become an important factor affecting the development of the organization, Adversely affect the development of the organization, This article will conduct an in-depth study of the obstacles in communication, And put forward some concrete solutions.

Keywords: communication 1,Organization Management 2, Communication barriers 3, factor 4, measure 5

Introduction

Research Background

The 21st century is an era full of fierce competition, Technological development is changing with each passing day, The amount of information and its delivery methods have increased dramatically, Administrative organizations should strengthen their sense of responsibility, mission, urgency and the times,To be more pragmatic, efficient and clean, Fully perform administrative functions in each process of management,Pursue better management and better accomplish its specific tasks, So in the process of administrative implementation, Effective communication of information transmission within the organization, reaching a consensus to form a joint force, Become the first problem to be solved.

In organizational life, almost every activity needs the support and assistance of others. And because of the many levels , Individual cognition, educational background, growth experience, interest needs, differences , Limitations of the environment in which the organization develops , Make communication more complicated and important. After investigating many organizations, we will find that, The most important thing for interview examiners in the personnel department is communication skills, teamwork skills and analytical skills. Communication skills are ranked first among the abilities required of administrative managers Not surprising at all, Just imagine, Inside the organization, What is more important than effective communication to influence every member to achieve organizational goals. This article wants to discuss some obstacles and breakthroughs in effective communication in administrative organizations, Think about it, To enhance the art of communication, Good operation of interpersonal relationship, Provide an important guarantee for the better development of the organization (Du, 2010).

Research Problems

This article mainly studies the causes of communication barriers in organization management and the countermeasures to solve the problems. Address the cause of communication problems in the organization, Mainly analyze from two directions, One is to analyze the causes of communication barriers from a personal perspective, The second is to analyze the causes of communication problems from within the organization. According to the analyzed reasons, combined with the actual situation, the corresponding countermeasures are given.

Personal aspect

Communication is not an instinct, but an ability, In other words, communication is not something that people are born with, but is cultivated and trained in work practice. There is also another possibility that we already have the potential to communicate, But due to various reasons in the growth process, this potential ability was suppressed. Therefore, individuals in the organization must do their work well to accomplish their work goals, Must overcome various communication barriers and learn to communicate.

Self-perception bias: In modern psychology, it is usually translated as cognition, which means that human beings recognize objective things. Activities to acquire knowledge. Including processes such as perception, memory, speech, thinking and problem solving, According to the perspective of cognitive psychology, Human cognitive activity is a process in which people actively process information from the outside world. Everyone's level of cognition is limited, so cognition is prone to deviation.

The influence of previous experience: In terms of empirical philosophy, it refers to sensory experience, which is the understanding of the surface phenomenon of objective things that people obtain through direct contact with the objective outside world through their own sense organs. Experience is not necessarily correct, and there are also wrong experiences. Past experience often creates a sense of dependence in our hearts, instead of communicating and handling things according to the development and changes of the affairs according to the specific situation, thus causing communication barriers.

Language barriers: This is obvious. Language is the most important communication tool for human beings, and of course the most important internal communication tool for organizations. It is closely related to thinking. It is a means for humans to form and express their thoughts, and is also the most basic information carrier of human society. People use language to preserve and transmit the fruits of human civilization. Language is one of the essential characteristics that distinguishes humans from other animals. The common language is often the characteristic of a nation. Language itself is a symbolic system that combines sound and meaning established by social conventions. Language has no class nature and serves all members of society equally, but each class or social group in society will affect the language, resulting in different characteristics or differences in the use of language. It is the differences in characteristics and the existence of differences that cause language barriers and thus barriers to communication (Li & Hu, 2021).

Communicate the differences in the status of both parties: Differences in status cause psychological barriers to communication, especially between the upper and lower levels in the organization. According to the direction of administrative communication, it can be divided into three directions: downward, upward, and parallel. Generally speaking, upward communication has many obstacles in practice. Psychological research shows that when subordinates report work or actively communicate with superiors, they often have Worried about being wrong. Fear of taking responsibility, anxiety, etc., so that communication is not often carried out in a relaxed and smooth atmosphere, resulting in communication barriers. In the process of downward communication, it is the superior who takes the initiative to communicate. Although they will be welcomed and supported, after all, they will sometimes be condescending, causing oppression and tension of subordinates, and also forming communication barriers. Parallel communication Although the status gap is small, there will not be two people with exactly equal status. The importance of the position, the level of the title, the level of seniority, the recognition of the members of the organization, etc., will more or less form a status. The sense of superiority or low sense of oppression can cause psychological barriers and poor communication.

Emotional influence: Emotions are subjective experiences arising from people's attitudes towards objective things. When emotions occur, they are often accompanied by certain physiological changes and external manifestations. In daily administrative communication work, the main body at both ends of the communication is people, and they have to face many things every day. They must have a certain attitude towards things, and then they must often produce emotions of this kind and that are accompanied by physiological changes and external manifestations. To or affect the normal work and form a communication barrier (Sun, 2006).

Organizational factors

Directly, when people establish working relationships, they always bring certain needs, wishes and expectations. Generally speaking, the closer the needs, desires and expectations of both parties and their ability to satisfy each other in these aspects, the smoother the relationship will operate, and the more value the relationship generates over time. In the process of pursuing effective communication, organizational obstacles are inevitable.

Lack of preparation ：You must be prepared before communication, and be prepared in organizational communication, This is a principle that applies to any occasion, Before communication, adequate information collection must be done. To achieve smooth flow of information, The most important thing is that the information must be adequate and accurate, and proper preparation can ensure the effective and successful communication.

Organizational climate: We always hold negative views on different opinions, so everyone in the organization dare not speak negative opinions to each other. Because the atmosphere of the organization does not allow such negative opinions, thinking that negative is bad. In reality, we often see that no matter what report, in order to achieve good results, generally the first sentence must first speak the good aspects. It is not easy to hear different opinions. This is an obstacle to organizational communication. Conflicts between people are inevitable. Conflicts in organizations exist objectively. Conflicts should be faced instead of avoiding repression. The so-called conflict refers to the contradictory or hostile interactions between individuals in the organization, between collectives and collectives, and within the collectives, which are caused by mutually incompatible goals, cognitions or emotions. It is a question of incompatible or opposite needs, desires, ideas, interests, or a struggle between people. Conflict is a form of interaction between interests, opinions, goals, values or methods of handling problems. When we feel that other people are preventing us from reaching a certain goal, conflict arises. Every organization is composed of individuals, and each individual may have goals that are inconsistent with others. When people compete for unified resources for different interests, conflicts will definitely occur. For anyone, conflict is inevitable. Good managers are aware of this and can manage conflicts in a way that brings positive and fair results to all parties, creating such a good organizational atmosphere.

The pressure of time: Under the pressure of time, it is easy to make hasty decisions. Major decisions are sometimes made too hastily. On the contrary, they may not be a big problem, but they will delay and discuss for a long time. This is often found in communication.

False expectations: Expecting things that are never possible will surely disappoint you. Communication management in the organization emphasizes the need to openly discuss the interests of all parties and their respective responsibilities to achieve benefits. This is the reason. Being open and honest about benefits and responsibilities can reduce false expectations. Danger, or at least recognize that they are wrong. Don't treat false expectations as signs of bad intentions. They usually arise from the general form of a party's desire to communicate, or preconceived ideas about communication or transactions.

Information overload: Since the popularization of communications such as computers, the Internet, and mobile phones, the information sources in the organization have become flooded. The first thing many people do when they go to work is to turn on their computers to receive information emails. It will take a lot of time to read and reply. This is too wasteful Therefore, a lot of useful and useless information is mixed together, making you overwhelmed, and it is easy to cause communication barriers.

Information feedback failure: The communication process is two-way. Therefore, it is necessary to grasp the feedback information. It is not possible to leave at the end of the talk. The leader leaves at the end of the talk. This is the performance of no feedback. Lack of feedback can lead to two different consequences: one is that others do not know what you are saying; the other is that others will only do what they think. Without feedback, communication is incomplete, one-way, and the process of communication cycle is interrupted, creating obstacles.

Countermeasures

Improve employee communication skills and improve employees' personal communication skills. We must actively face constructive criticism from others, avoid being emotional, conduct scientific analysis of others' criticism, and discover our own shortcomings to improve, Active listening is of great significance to management communication. If you don't like to listen to the voices of the members of the organization, you will not know the real situation inside the organization, which will affect the accuracy of his decision-making.

Coordinate individual differences among employees and promote effective communication among employees: Employees should position themselves and be able to think from the perspective of each other, and to give feedback in time. Implement the rotation system. In an enterprise, if it is possible to perform job rotation, it will help to improve the effectiveness of communication to a certain extent. Lower barriers to communication and promote communication within the enterprise.

Improve employee relations within the organization and build a harmonious interpersonal atmosphere: In an organization, the interpersonal atmosphere is also related to the effectiveness of communication. A bad interpersonal atmosphere will cause resistance to internal communication within the organization. This shows that it plays an important role in internal communication within the organization. How to create a good human atmosphere is particularly important (Song, 2015).

Improve the internal communication channels of the organization and improve the internal communication network of the organization: In the internal communication of the organization, the unsmooth network is also a major barrier that affects the effectiveness of communication. This requires building a complete and smooth communication network. First of all, it is necessary to clarify that the communication network includes communication channels, systems, and organizational structures. Common communication channel obstacles include imperfect communication channels at lower levels, such as meetings, internal newspapers, suggestion boxes, etc.; blocked communication channels at higher levels, such as employee seminars, leadership reception days, etc. There are not many channels that can be reflected from the lower level to the upper level; informal communication The network is imperfect, such as group travel, dinner parties, and cultural activities.

Improve the relationship between the company and employees, and create a communication culture of mutual trust: The relationship between enterprises and employees is an important factor that constitutes an obstacle to communication within the organization. It can have an important influence on the communication within the organization, and it is very important to improve the relationship between the enterprise and employees. When recruiting, we must pay attention to the professional ethics and values of the candidates, and clearly define the community of interests within the company to fully mobilize the enthusiasm of employees.

Objective of the study

Management communication is essential in business management, The well-known American futurist Nesbitt once highly summarized that the focus of future competition lies in management competition, and this competition is refined to focus on the effectiveness of communication between members within and outside the corporate organization that participate in the communication link. Management runs through every link of management through the two processes of information acquisition and information transmission. Communication, like the blood of an enterprise, can fully drive the internal circulation of the enterprise and activate the vitality of the organization. For the organization, management communication undoubtedly has the function of connecting all parts of the organization and the external environment, so as to improve the efficiency of the organization and ensure the orderly operation of the organization. Effective management communication is a kind of productivity in itself. Only efficient internal management communication can achieve the correct exchange of ideas between the two parties and solve the problems and contradictions caused by misunderstandings in actual work. The importance of management communication to the healthy development of the enterprise is self-evident.

Scope of the study

Historical range

"The Practice of Management" published by the famous American management master Peter F. Drucker in 1954 marked the formal independence of modern management from economics. (Drucker, 1954) For more than one hundred years, with the rapid development of social economy, management communication theory has received more and more attention. Before 1954, research and discourse on management communication had already appeared in the West. The development of management communication theory is mainly divided into three stages: budding, development and leap. The first stage: the budding period-management communication theory emerges with "scientific management", The second stage: development stage one-development with the prevalence of "behavioral science". The third stage: the leap phase one by one rely on breakthrough modern information and network technology to enter the leap phase. Although my country's local corporate management communication thoughts have not yet formed a relatively complete theoretical system such as those abroad, looking back on the broad and profound traditional culture of the Chinese nation, it also contains a wealth of the essence of management communication theory (Chen & Lin, 2003). The two greatest thoughts in China, Confucianism and Taoism, and Lao Zi's Tao Te Ching, are ancient Chinese philosophers that can coordinate the relationship between top managers and managers at all levels, and managers at all levels and ordinary employees in a timely manner, and promote harmony and unity between the two. Atmosphere; build a harmonious and efficient organization.

Modern category

In today's major public institutions, as long as people need to communicate wherever there are people, there will always be the possibility of communication barriers. This topic is relatively broad and can be applied to various enterprises. In fact, in real life, people are Communication is also necessary to eliminate these communication barriers.

Research Significance

At present, some companies have not standardized or formed a special system for internal management communication. Managers are unable to grasp the status quo of company management communication. On the one hand, they have the awareness of management communication and realize its importance; on the other hand, they lack the corresponding knowledge and means to achieve effective management. Communication has kept companies at a low level of communication. Concerned about this issue, on the basis of integrating the existing management communication theories at home and abroad, starting from the actual situation of internal management communication in the enterprise, and using various research methods such as surveys and interviews to analyze, in order to form an effective, systematic and easy-to-implement In the long run, it also provides some ideas for corporate managers who have similar problems, and the management communication practice of managers and the healthy and orderly development of the enterprise.

Theoretical framework

This article is divided into five chapters. The first chapter is the introduction, which introduces the research background, the purpose and significance of the research, as well as the research methods and the structure of the thesis. The second chapter mainly explains the development process and development of related theories at home and abroad. Research status. that is, the theoretical basis and literature review of the article, define the related concepts of communication and management, and analyze it from both domestic and foreign aspects. The third part uses the questionnaire method and the in-depth interview method, combined with related theories and comparisons, to summarize the current problems in the organization and management communication. The fourth part analyzes and summarizes the reasons for the management communication barriers. The fifth part focuses on the discovered reasons. Propose solutions and countermeasures.

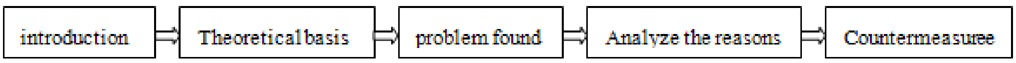

Chart 1: Article structure frame

Hypotheses

By paying attention to the problem of communication barriers in the organization and management process and making practical changes, the company's communication efficiency will be greatly increased, which is equivalent to reducing the time cost, and allowing the company's activities to proceed more smoothly, allowing the company to maintain a healthy and healthy develop.

Literatures Review

In the United States, the earlier management communication monographs were seen in the 1980s, and the more representative works are: *Communicating in organizations* by Phillips (1982), *Business Communication, Strategies and Skills* by Huseman (1988) and many others. In China, monographs on management communication appeared relatively late, and they have been mainly translated and edited. Among the materials that I have consulted, there are relatively well-known management communication translations in China. The original version of the book *Effective communicat ion* published by Renmin University Press of China in 1997, *Management Communication Guide-Effective Business Writing and Conversation* published by Tsinghua University Press in 1999, *Management Communication Cases* and *Management Communication: Principles and Practices* published by China Machinery Industry Press, The more representative writings are: *Management Communication*, *Management Communication* (Master of Business Administration Textbook), In recent years, a number of management communication monographs have been published in China, More representative ones are: *Business and Management Communication* (Original Book 5th Edition), *Effective Management Communication* 5th Edition, *Management Communication-Ideas and Skills*, *Management Communication: Theory, Skills, Practice*, the book is divided into three parts: principle, skills, and application. It systematically describes the basic theories and skills of communication in an organization (Cui, 2006).

After carefully studying the above-mentioned works, I believe that scholars' research has mainly achieved the following positive results: First, it preliminarily discusses and standardizes the principles, definitions, types and modes of communication; second, it preliminarily explains the meaning of communication in the management of enterprises or organizations; third, it distinguishes between interpersonal communication and organizational communication, and separates the two Did some research; Fourth, the biggest achievement lies in the detailed and in-depth research on some basic and specific ways and methods of communication, such as the research on listening in recent years and the fruitful results that have been achieved in the past, such as reading, speech, and negotiation. Research on various major communication methods such as meetings, interviews, interviews, meetings, writing, body language, clothing, telephones, etc.; fifth, due to the unprecedented development of information technology and electronic technology in the 1990s, the concept of the information age It is deeply rooted in the hearts of the people, and management communication has also paid certain attention to electronic communication and network communication; sixth, due to the deepening of team research in recent years, many management communication researchers have published monographs on team communication, in a sense It is said that any management organization can be understood as a team of different sizes, so team communication research is also a meaningful and valuable progress in management communication researchAt present, management circles still generally believe that the research on management communication is still relatively fragmented, lacking in system, and not in-depth enough. There are still not many monographs and exploratory papers in this area, including doctoral theses. It can be seen from this that the research and exploration of management communication theory are not satisfactory, and related ideas, theories and works are far behind the development of information technology and practical communication methods.

Research Methodology

Document retrieval method

The research of this article needs to read a large number of literature results first, in order to summarize the research progress that appeared in the topic, find out the deficiencies of previous research and avoid the duplication of research content: when understanding the current situation of foreign organization management communication and the current situation faced by Chinese enterprises Because it is not possible to investigate and research in person, it is also necessary to use literature retrieval methods to analyze and summarize through the introduction of various materials.

Comparative analysis

In the paper, we will analyze the status quo of management communication faced by domestic and foreign companies. We need to compare the problems, causes, and countermeasures of the two, summarize different characteristics, and see the gaps between domestic and foreign companies, and then based on Insufficient to propose countermeasures.

Theoretical understanding of practical methods

Analyze the theory of enterprise organization management communication, analyze the current situation of the development of management communication obstacles and analyze the causes of the problem, propose the necessity of improving the status quo for the development of the enterprise, and combine the theoretical knowledge of management communication to propose various solutions.

Finding and Conclusion

How to communicate effectively within an organization is a complex problem that must be solved. It not only requires the guidance of scientific theory, but also depends on the continuous exploration and practice of the organization's managers and members in their daily work and life. In this way, the management communication of the organization will definitely be improved, and the true meaning of the art of communication will certainly be understood. This article collects, consults, and studies a large amount of literature and materials, Analyze communication step by step. First point out the concept of information communication. Concept of effective information communication. After understanding these concepts, it is natural to think of the importance of effective communication for the internal management of an organization. Through effective communication, managers can accurately convey the organization's vision, mission, expectations, and performance information to the organization's personnel, so as to more effectively achieve organizational reforms, improve management functions, coordinate the behavior of organizational members, and adapt the organization to the external environment. Changes etc. For managers, timely, correct and efficient use of information communication can stimulate the enthusiasm, initiative and creativity of lower-level personnel, thereby helping to improve management level and management art. Therefore, communication plays a very important role in the entire organization. There are always obstacles to internal communication, so it is impossible to achieve the desired effect of communication. For example, communication barriers from the sender and receiver of information, barriers to information transmission, barriers to communication environment, barriers within the organization, etc. Finally, these obstacles sum up the methods to solve these factors. For example, for managers, they should first realize the importance of communication and improve the psychological level of communication. During the communication process, both parties should learn to listen effectively, use language and characters correctly, improve the organizational structure, establish and perfect the communication mechanism within the organization., Create a harmonious and efficient management atmosphere.

Recommendation

Although management and economic theories both emphasize the importance of information transmission to organizational communication and efficiency, Chester Barnard emphasizes that information transmission is the three basic elements that an organization's effective operation depends on. As a basic element of the organization, the information transmission process is a very complex system. Summarizing the research in this article, there are many aspects worthy of further study.

This article is just a basic research. Facing the ever-changing domestic and foreign market environment, while absorbing and learning from the classics of western business management, we must also combine the cultural environment of our own country and nation, and adopt a management communication model suitable for our own corporate development and strategy. For example, on the one hand, research is conducted by coupling multi-disciplinary perspectives. On the basis of management communication related theories, the multi-disciplinary perspectives are coupled to conduct more comprehensive and in-depth research. The new research results of organizational behavior, human resource management, leadership and other disciplines can be combined with related research such as pedagogy, psychology, ecology, political science, anthropology, etc., to comprehensively study multidisciplinary knowledge. On the other hand, conduct a multi-region, multi-sample comparative study. In particular, increase the sample of different types of enterprises, combine the personality characteristics of employees, hierarchically classify, and conduct a comprehensive analysis, such as individual case analysis and empirical research on the communication needs of new-age employees, knowledge employees, and highly skilled employees.

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On Development Strategy of Weifang Higher Vocational Colleges Based on SWOT analysis - takes a vocational and technical college in Weifang as an example

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Abstract

Since the 13th Five-Year Plan, my country's vocational education has entered a new period of development. A higher vocational college pays more attention to cultivating students' practical ability and hands-on ability. Under the new social situation, higher vocational colleges must not only face market changes, pay attention to the training of professional and technical talents that adapt to market needs, but also need to keep up with the current situation and strengthen the training of innovative talents. However, with the rapid development, there have also been some problems that restrict development, such as unclear ideas for running a school, inaccurate positioning for running a school, lack of development motivation, and falling into a development dilemma.

This article uses literature methods, qualitative research methods, and SWOT analysis methods. By adopting the SWOT analysis method, the internal conditions and external environment of Weifang higher vocational colleges are systematically analyzed from the perspective of development strategy planning. It is own advantages and disadvantages are summarized, development opportunities and threats are identified. The new ideas are proposed on this basis.

Keywords: SWOT analysis, vocational and technical colleges, development strategy

Introduction

Research Background

Economic globalization is the basic trend of modern economic development. It requires higher vocational colleges to train high-quality talents for enterprises and the market more obviously. This also puts new requirements on the training of talents in higher vocational colleges.

Over the past 40 years of reform and opening up in our country, the development of vocational education has experienced a historical leap. The development of vocational education in my country has entered a new historical period. The release and implementation of the "Double High Plan" further clarified that my country's higher vocational colleges should adapt to industrial transformation and upgrading, provide high-quality talents for regional development. Higher vocational colleges put forward higher requirements for talent training. In April 2021, General Secretary Xi Jinxing also issued important instructions to vocational education, emphasizing that it is necessary to accelerate the construction of a modern vocational education system and cultivate more high-quality skilled talents.

At this time, the development of my country's higher vocational education has also ushered in new opportunities and challenges, and the development of higher vocational colleges and personnel training have become the top priority. However, as higher vocational colleges are ushering in new development opportunities, after gradually passing through the policy opportunity period of higher vocational enrollment expansion, if the comprehensive school-running strength has not been greatly improved, it is likely to face greater pressure for survival and development.

Research Problems

My country's higher education is changing from popularization to popularization. As of 2020, the gross enrollment rate of my country's higher education has reached 54.4%. Under the background of popularization of higher education, my country's higher vocational education has achieved faster development and scale growth. Higher vocational colleges it increases year by year, and trains more than 3 million highly skilled talents for the society every year. According to statistics from the "China Education Statistics Yearbook", there are 1,359 higher vocational (technical) colleges and universities, accounting for half of ordinary higher education institutions. Under the promotion of relevant national policies to promote the development of higher vocational education, analysis of higher vocational education in my country from the perspective of actual needs while education is booming, higher vocational education is an important supporting force for regional economic development, and cultivating high-quality skilled talents is its main development goal. However, there exists disconnection between the talents trained by higher vocational colleges and those needed by enterprises and market development. On the one hand, the talents cultivated by higher vocational colleges "cannot go out", and on the other hand, the talents needed by enterprises "cannot recruit." The professional construction and talent training model of my country's higher vocational colleges lags behind the development of industries and enterprises, which not only leads to an insufficient supply of high-skilled talents at the quantitative level, but also makes the quality and standards of talent supply uneven, and it is impossible to achieve a direct connection with the needs of enterprises.

Objective of the Study

However, there exists disconnection between the talents trained by higher vocational colleges and those needed by enterprises and market development. This article uses strategies to find out the external opportunities and potential threats as well as internal advantages and disadvantages in the development of vocational colleges. Thus determine the development strategy of the university. Finding advantages and disadvantages is the way to success for higher vocational colleges. The application value of the research in this thesis is reflected in the face of the problems in the development of vocational colleges, a comprehensive and systematic analysis of the external and internal environments of Weifang vocational colleges. Based on the results of the analysis, a strategic model for the coordinated development of Weifang vocational colleges was constructed. It also analyzes and distinguishes the resulting development strategy, puts forward feasible opinions and suggestions for the development of realistic higher vocational colleges, and explores the sustainable development of higher vocational and technical education in our country. The use of SWOT analysis method can effectively help Weifang vocational colleges to establish the key points of development strategies, and can also position Weifang vocational colleges in the same industry. In terms of development direction, it has broad application prospects and certain economic value. Secondly, use scientific and systematic strategy formulation methods to comprehensively consider policies, environment, industry and information resources of relevant parties such as benchmarking colleges and competitors for Weifang Higher Vocational Colleges, formulate clear strategic goals, and effectively implement them through layered decomposition, Solve the development strategy of higher vocational colleges.

Scope of the study

From a vertical perspective, in 2020, the education department will conduct statistics. There are 12 higher vocational colleges, 31 secondary vocational schools, and 15 technical colleges in Weifang City. There are more than 200,000 full-time students, each year for the economy and society. The development and delivery of more than 80,000 high-quality technical and skilled personnel has provided human resources support for regional economic and social development. In order to cultivate high-end skilled talents with higher knowledge level, Weifang Higher vocational College adheres to the employment-oriented professional training mode and gradually forms the characteristics of higher vocational education. However, while developing rapidly, some problems have also emerged. Weifang higher vocational colleges have developed a SWOT analysis index system to analyze the external environment. The external environment includes policy environment, social concepts, regional development, competitors and other factors, such as the shortage of some majors. There are problems such as imbalanced professional development.

From a horizontal perspective, through the evaluation and analysis of the internal situation of the Weifang Vocational College Center, compared with the problems that restrict the development of the city's vocational education, such as unclear ideas for running a school, inaccurate orientation, unobvious characteristics for running a school, and The quality is uneven, and the development momentum is insufficient, and it is caught in a development predicament. On this basis, the development strategy planning is determined, including so exploration strategy, WO reversal strategy, and ST conservative strategy and WT resistance strategy. In order to better compare various development strategy plans, the optimal development strategy was found.

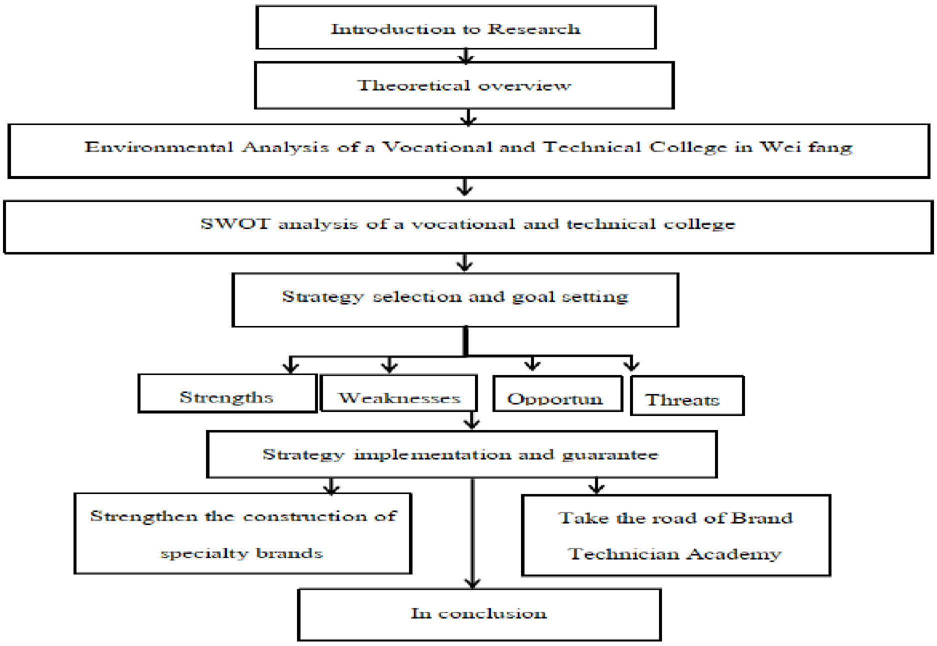
Research Significance

First, it is the practical significance of the development of Weifang vocational colleges. One is to achieve the requirements of the national "14th Five-Year" development plan; the second is to help the college improve its management capabilities; the third is to provide a foundation for the college to cry out strategic management in the future. At this stage, Weifang Vocational Colleges specialize in strategic management and implement them in the form of work tasks. This article studies the development strategy of Weifang vocational colleges, and provides some foundation for the college to carry out strategic management work in the future.

Second, it has enriched the theoretical research of higher vocational strategic management. Domestic scholars' researches on strategic management of universities are mostly concentrated in undergraduate colleges, and there are few studies on higher vocational colleges. In the strategic research targeted at higher vocational colleges, there are few case studies aimed at different development environments. This article is a research on the higher vocational colleges in Weifang City, which has reference value for higher vocational colleges with similar development factors, and at the same time, enriches the research theory of strategic management in higher vocational colleges.

Theoretical Framework

According to data, the market size of my country's higher vocational education industry reached 31.32 billion Yuan in 2018; a year-on-year increase of 8.45%.It will be close to 40 billion Yuan in 2020. This year and next two years, more than 35 million people will be trained in vocational skills, and higher vocational colleges will enroll 2 million people. Combining these data, it summarizes the research status of the development strategy of higher vocational colleges. With the help of SWOT analysis tools, it analyzes the external environment faced by Weifang higher vocational colleges. The problems in the operation process also showed that the resources and capabilities of Weifang Higher Vocational Colleges have been formulated to provide a reliable guarantee for the implementation of the development strategy of Weifang Higher Vocational Colleges.



The framework of this research is shown in Figure 1-1

Hypotheses

1. The increasing number of college graduates in China promotes Weifang higher vocational colleges to strengthen school-enterprise cooperation and continuously improve the employment rate.

2. The issuance of the domestic "double high" policy stimulates Weifang higher vocational colleges to continuously improve their scientific research capacity.

3. The rapid rise of Chinese and a foreign university stimulates Weifang higher vocational colleges to continuously improve the competitiveness of students.

Literatures Review

Scholars such as John R. Ray, in “School Operation and Management: A Planning Trend” in 2019, studied the process of school operation and management, systematically expounding the concept of university operation and management (Ray, 2019). Nolin and Bolton analyzed the strategic evaluation, planning, implementation, and monitoring of colleges and universities in the "New Planner's Guide" in 2020 (Norris & Poulton, 2020). David (2021) in "Strategic Management", clarified in detail how universities can use SWOT analysis more effectively. England Higher Education Appropriation Commission issued the "British Higher Education Planning Guide" in 2021, which provides guidance for the formulation of strategic planning for higher education institutions (Higher Education Funding Council for England, 2021).

One is the theoretical study of strategic management in universities. Huang Naiwen proposed in the "Analysis of Strategic Management in Universities" in 2019 that the center of various management tasks in universities should be strategic management, and strategic management in universities should be established (Huang, 2019). Cao Zhongqiu explained the university strategy in "Analysis of University Strategic Management" in 2020 the meaning of management, the necessity of colleges and universities to promote strategic management, and the ways in which colleges and universities promote strategic management (Cao, 2020). Liu Zhifeng explained the strategy of higher vocational colleges in the "Conceptual Connotation, Basic Features and Main Functions of Strategic Management of Higher Vocational Colleges" in 2020 (Liu, 2020). The basic characteristics and main functions of management propose continuous, healthy and coordinated development.

The second is the practical research on the implementation of strategic management in colleges and universities. This type of research mainly focuses on: how to formulate a university development strategy, problems and countermeasures that may arise in the implementation of the strategy. Ke Jingqiu and Wang Yanan will be published in the "Characteristics and Construction Directions of High-level Higher Vocational Colleges in 2020-Based on 56 High-level Higher Vocational Colleges" (Ke & Wang, 2020). In the text analysis of the school application form, data analysis of the first batch of high-level vocational education is carried out, and development suggestions are put forward in the three aspects of leading development, connotative development and upgrading, and innovative construction. In "Research", a variety of strategic analysis methods is used to analyze and study the case of Anting Vocational and Technical College, and propose the development strategy of the college and five aspects of strategic implementation measures.

Research Methodology

1.Case study method: In the study of strategic management of a Vocational and technical college in Weifang, the strategic planning of Shaanxi Industrial Vocational and Technical College was selected as the case study, and the successful experience was learned. Combined with the results of strategic analysis of Shangluo Vocational College, the development strategy and implementation measure suitable for the college were formulated. The main reasons for choosing these two universities are as follows: obvious characteristics of running schools, high employment rate of students and outstanding characteristics of school-enterprise cooperation. This has a strong reference value.

2. Qualitative research method: refer to the works, journal articles and interpretation of national policies related to the development strategy of vocational education. Look for professional college development features. And collect the detailed information of a Weifang vocational and technical college, combined with the actual situation of the development of the college, sort out the useful information of this study, for a Weifang vocational and technical college to improve the scientific research ability to provide theoretical support.

3. Quantitative research method: During the research, relevant data on the development of vocational colleges at home and abroad are collected from different perspectives. Analyze common factors in the vocational education industry at home and abroad through data. On the basis of the conditions of Weifang vocational and technical college, this paper extracts the individual problems and countermeasures to improve the competitiveness of students in Weifang vocational colleges.

Finding and Conclusion

1. The strength of teaching and research is weak. At present, a certain vocational and technical college in Weifang has a small number of educational research topics. This phenomenon not only makes the teaching and research of technical education poor to development, it also hinders the improvement of teacher education and teaching level and the construction of teaching staff.

2. The industry-university cooperation is not close enough. A certain vocational and technical college in Weifang is not closely related to the enterprise in terms of industry and academia, lacks the depth and breadth of industry-university cooperation, lacks a cooperation model between enterprises and academies, and has not achieved long-term good development.

SWOT analysis of a vocational and technical college in Weifang

	Strengths	**Weaknesses**
	O1: National policy support provides opportunities for the development of vocational education O2: Industrial structure adjustment, lack of technical talents O3: The influence of vocational education in advanced foreign countries	W1: The teaching mode is single, and the quality of teaching needs to be improved W2: The employment mechanism is not sound and the guidance is insufficient
Opportunities	**SO strategy**	**WO strategy**
S1: The structure of the teaching staff is reasonable and the teaching staff is strong S2: Extensive professional settings and perfect training	Give full play to its own advantages in running schools, seize development opportunities, rely on national policies, and cultivate skilled talents needed by	Take advantage of the development opportunities of higher vocational colleges, introduce or train and improve the quality of teachers, and strengthen

conditions S3: Pay attention to students' continuing education and have many channels for further studies	society.	teaching management. Strengthen the cooperation between schools, enterprises and industries to be employment-oriented and increase the employment rate of graduates.
Threats	**ST strategy**	**WT strategy**
T1: Internal competition in higher vocational colleges T2: The impact of enrollment expansion and alternative education services in ordinary colleges and universities	Clarify the differences with similar higher vocational colleges and ordinary colleges and universities, find the correct positioning, and strengthen the advantages.	Strengthen the development of industry-university-research integration, highlight the characteristics of vocational education, develop and innovate, Enhance social status and reputation in higher vocational colleges.

Recommendation

Strengthen the construction of specialty brands

Firstly, set up majors based on market demand. One of the biggest characteristics of high-skilled personnel training is to cultivate talents who can meet the needs of the job. Different regions have different economic and industrial conditions, and their employment needs are also different. Secondly, the curriculum system of brand majors should reflect the new characteristics, according to the characteristics and laws of the training of skilled talents, and refer to the job requirements of the employing enterprise to carry out the curriculum design. At the same time, it is necessary to pay attention to the improvement of teaching quality, and to improve the theoretical quality and skill level of students.

Create a school-enterprise cooperation alliance for the integration of production and education.

The government will coordinate the enterprises and technical colleges in the region to establish a cooperation platform, which can efficiently form a long-term school-enterprise cooperation mechanism for coordinating school-enterprise resources and serving the regional economy. The municipal government actively promotes the reform and innovation of vocational education. Enterprises and colleges must seize the opportunity, make full use of the platform, and promote the “three integrations” of enterprise employment and student internship employment, enterprise talents and faculty, technology research and development, and achievement transformation.

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Research on the development status and competitiveness of China's Transportation Industry

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Abstract

China insists on putting transportation in an important position of leading development. At the same time, it is an inevitable choice for the transportation industry to transform and upgrade from tradition to modernity and focus on solving problems in development guided by the development needs of modern logistics. It is an urgent task for the transportation industry to adapt to the development of modern logistics, establish its status and role in the modern logistics system, promote the development of the logistics industry, and then realize its own transformation. This paper systematically reviews the relevant literature in recent years and summarizes the development status of China's transportation industry. Through the literature review, we know that promoting the development of the logistics industry is a strategic choice to realize the transformation and upgrading of transportation, analyze the competitiveness of China's transportation industry, and write down my personal opinions.

Keywords: Transportation, Logistics, competitiveness, Development trend.

Introduction

Research Background

At the beginning of the founding of New China, transportation was very backward.Half of the national railways are paralyzed.Postal service outlets are relatively few.After the founding of the People's Republic of China, the Chinese government has clearly proposed to first create some basic conditions to resume transportation.

Over the years, transportation has entered a new stage of accelerating the construction of a modern comprehensive transportation system. the railway was separated from government and enterprise, and the system reform of major transportation departments was basically implemented.We will accelerate the network of comprehensive transportation infrastructure and promote the effective connectivity of various modes of transport.We will promote the development of the modern logistics industry and improve the guarantee level of comprehensive transportation services.

China's transportation on the whole experienced from "bottleneck" to "preliminary relief", to "basic adapt to" the needs of economic and social development of struggle, and the gap with the world-class level, some areas have achieved beyond, a modern comprehensive transportation system is shown in front of the world.

Research Problems

Transportation is one of the most basic and important functions of logistics. Modern logistics is based on modern and developed comprehensive transportation.Therefore, the development of transportation will certainly promote the development of logistics.On the other hand, the development of logistics can also enable comprehensive transportation to find new opportunities and find new entry points for development.

Therefore, how can China develop the transportation industry into a comprehensive transportation system and how to promote the information construction in the development of logistics.

Objective of the Study

1. We will actively promote information technology construction.
2. Vigorously develop the transportation industry and transportation industry services.
3. We will support the development of rural logistics.

Scope of the Study

1. Analysis and competitiveness analysis of the transportation industry in China.
2. Strategic choice of the transformation and upgrading of the transportation industry- -the development of the logistics industry.

Research Significance

We will accelerate the network of comprehensive transportation infrastructure and promote the effective connectivity of various modes of transport.We will promote the development of the modern logistics industry and improve the guarantee level of comprehensive transportation services.

Theoretical Framework

First of all, state from 1953 planned transportation construction, after six five-year plan construction, transportation has a great development, made remarkable achievements, basically formed the highway, railway, water transport, civil transportation aviation and pipeline five modes of transportation network. This shows that the state has noticed that roads need to build the economy.Transportation and transportation are positively correlated with economic development.

Secondly, promoting the development of the logistics industry is a strategic choice to realize the transportation transformation and upgrading.Therefore, China's logistics technology level has also been significantly improved, the logistics industry informatization degree has been enhanced, and the logistics integration and automation level has been greatly improved.Not only the rapid development of logistics infrastructure, but also further accelerated the integration of information network technology and logistics industry.As the importance of the logistics industry is increasingly obvious, more and more social capital has entered the logistics field.

Finally, the competitiveness of the transportation industry in various industries is analyzed through the four data of operating ability, solvency, profitability and development ability.

Literatures Review

China Transportation Analysis

1. Infrastructure network

A rapid passenger transport network with high-speed railway as the skeleton and supplemented by intercity railway has been initially completed.A large capacity channel spanning east and west and north and south has gradually formed, and logistics facilities are improved simultaneously, gradually realizing the direct, fast and heavy load of cargo transportation.

Township establishment, village village mail overall realization.The total number of universal postal service business sites reached 54,000, and the total number of village postal stations reached 210,000.Express services reached 183,000 outlets.

2. Transportation service capacity

The quality of transportation services has been comprehensively improved.Advanced transportation organization mode and professional logistics such as cold chain have developed rapidly, and the promotion of standardized delivery units such as containers and vans have been accelerated. The informatization of urban and rural logistics distribution has been significantly improved, and the efficiency of logistics operation efficiency has been improved.Traffic safety has improved significantly, and road accidents have getting lower year by year.

Analysis of the Chinese logistics industry

Logistics industry structure upgrading, efficiency increased.The total amount of social logistics in China is expanding year by year, and the professional degree of the logistics industry is constantly improving.

The improvement of logistics efficiency also makes the environment of the logistics market constantly getting better.

The competitiveness analysis of the transportation industry

Operating capability analysis:The inventory turnover rate of the transportation industry ranks fourth among all industries, indicating that the working capital of the transportation industry occupies a high amount in the inventory and has a high utilization efficiency of assets.Accounts receivable turnover rate is middle among various industries, indicating that the enterprise management efficiency is high.The floating asset turnover rate of the transportation industry ranks middle in various industries, the floating asset turnover rate of enterprises is fast, and the effect of capital utilization is good.On the whole, the transportation industry is very efficient in asset utilization.

Debt analysis:The asset-liability ratio of the transportation industry is 0.484%, indicating that the assets independently controlled by the industry are more balanced with the creditor's rights guarantee degree, and the long-term solvency is strong.The current ratio of the transportation industry is 1.612, and the cash ratio is 1.05, which is neither high nor low, which means that the transportation industry has the ability to directly repay the current liabilities, and will not lead to low profitability due to holding too many cash assets.After the above data analysis, the transportation industry has good long-term and short-term solvency, and will not have low profitability due to holding too many cash assets, and make reasonable use of current assets.

Analysis of profitability:The average net assets of the transportation industry are in the industry, indicating that the products have a great contribution to enterprises and sustainable profit.The operating net interest rate index is in the forefront position in various industries, indicating stable development and sustainable profit.The return on equity is at the forefront in the industry, indicating that the utilization efficiency of capital invested by shareholders is at the leading level relative to other industries.Through the analysis of the industry profitability indicators, the ability of the transportation industry to make a profit is at the top level in various industries.

Development ability analysis:Through the visual analysis of various industries, the data show that the asset growth rate of the transportation industry was 0.1944 operating revenue growth rate of 0.918%, and the operating profit growth rate was-0.18. From 2019 to 2020, the operating revenue growth rate, asset growth rate, operating profit growth rate and other indicators in 2020 are rising, indicating that the scale of the company is increasing, good sales situation, good profit status and good growth momentum.It can be seen that the industry has a better ability to develop.

Research Methodology

The literature methods,Investigation method: Obtain information and have a comprehensive insight into the development process and current situation of China's modern transportation. The problems existing in the development situation are analyzed and suggestions are put forward.Through the use of the four data of operating capacity, solvency, profitability and development ability, the competitiveness of the transportation industry in various industries is analyzed.

Finding and Conclusion

It can be seem form the above analysis and statistical data, it can be seen that China has established a relatively large transportation network, and the network presents a trend of continuous expansion.However, considering the current situation of transportation supply and demand in China, referring to the transportation development of foreign developed countries, it is not difficult to see the existing highway and railway Fro modes of transportation of the whole comprehensive transportation system is still in a low level, not comprehensive, unbalanced state, the relief of traffic tension is preliminary and unstable.Both the quantity and quality of infrastructure, transportation equipment, and the transportation efficiency, service and management level all lag behind the requirements of social and economic development and the continuous improvement of people's quality of life.Therefore, China still needs to continue to vigorously develop the comprehensive transportation network.

Recommendation

First of all, China needs to improve the development of information technology.Logistics enterprises only reduce costs can improve their competitiveness, but at present, most of our logistics enterprises have a low information degree, which leads to low efficiency, and the cost has been unable to be reduced.With the development of network information technology, logistics enterprises must increase their investment in information technology, and widely apply information technology in the logistics industry.

Then, the urban and rural construction planning and the strengthening of the comprehensive management capacity still need to be improved.Urban and rural transportation construction is not coordinated. In the early stage of China's construction planning, the real gap between the central and western regions and urban and rural areas is earnestly taken into account, with scientific planning and targeted implementation.

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A Study on Education Management of Rural Left-Behind Children in Hubei Province

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Abstract

Since modern times, China has entered an era of rapid development. At the same time, the disconnection between urban development and rural development has led to the loss of a large number of rural labor force. Many young people in rural areas have started to work in cities, leaving their children at home to be cared for by grandparents. This has led to the birth of a special group of students in rural China - left-behind children. In this context, the education of left-behind children in China has been concerned by educational researchers. Since left-behind children lack family education and their guardians are unable to manage them socially, rural schools play a leading role in the education and management of left-behind children.

Keywords: left-behind children; Teaching management; Rural schools.

Introduction

Research Background

Since the 1980s, with the deepening of China's economic and social system reform and the acceleration of modernization, industrialization and urbanization, a large number of rural population has moved to cities and economically developed coastal areas. Due to the dual household registration system between urban and rural areas, the unreasonable education system and their own economic conditions and resource allocation ability, most migrant workers cannot take their children to urban schools, but can only leave their children at home in the countryside, the children and their parents live in two places. Because both or one of their parents work outside the home, they are usually in the custody of single parents, intergenerational custody, family and friends custody or self-custody. Due to the lack of fatherly love, maternal love, family education, school education management, social management and other reasons, resulting in many problems, such as poor mental health, generally poor academic performance, poor quality of life, some left-behind children safety concerns. This has gradually become an important social issue (Fan Xianzuo, 2005). In recent years, the number of left-behind children has increased sharply. According to the fifth census, the number of left-behind children in rural areas was estimated at 24.43 million in 2000 (Yin Shidong, Zhu Mingshan, 2006). The number of left-behind children has doubled in less than a decade. China is in a period of accelerated industrialization and urbanization, and it is expected that the number of left-behind children will further increase. Therefore, the problem of left-behind children must be attached great importance to by all sectors of society.

Left-behind children are the flowers of the motherland, the future reserve army of national construction, and the hope and future of the nation. The education status of left-behind children is not only related to their own future and the happiness of hundreds of millions of families, but also related to China's future population quality and human resource reserve. More importantly, it is related to the stability and prosperity of Chinese society and the construction of a harmonious socialist society (Feng Jian, Luo Haiyan, 2005). How to ensure the good education and healthy growth of left-behind children is of great significance to the construction of socialist harmonious society and socialist new countryside.

In this regard, the CPC Central Committee, The State Council and relevant functional departments have issued relevant policies and regulations. The opinions of the CPC Central Committee and The State Council on Further Strengthening and Reforming the Ideological and Moral Construction of Minors issued in 2004 put forward that great importance should be attached to the education of children from floating families, which pointed out: The governments of the places where migrant workers enter shall establish and perfect the system and mechanism of guaranteeing compulsory education for their children. The government of the outflow area should actively provide relevant services.

In 2005, the Publicity Department of Hubei Provincial Party Committee, the Provincial Civilization Office and the Provincial Education Department jointly issued the Opinions on Strengthening the Education management of Migrant Workers' Children, which required party committees at all levels, governments and the whole society to care about the growth of migrant workers' left-behind children. It is pointed out that in order to give full play to the leading position of schools in the education management of left-behind children, schools should actively explore effective measures to strengthen the education management of left-behind students in rural areas.

Schools should play a leading role in the education and management of left-behind children. First of all, left-behind children mainly study in rural primary and secondary schools. School is the main place for left-behind children to study, live, receive education and grow up. Except holidays, left-behind children spend all their time in school. Secondly, in terms of legal relationship, there is a entrusted guardianship relationship between primary and secondary school students and schools (Xiong Ya, 2007). Schools and teachers are entrusted to guardianship and education of left-behind children in schools.

Research Problems

1.Since modern times, what is the specific situation of the education of left-behind children in rural China?

2.What are the specific problems in the education of left-behind children in Rural China?

3.In view of these problems, what measures can be used to improve and optimize?

Objective of the Study

Through data collection and field investigation, to understand the education situation of left-behind children in rural China; Through the qualitative analysis of questionnaire survey, the specific problems of rural left-behind children education; Put forward specific solutions to these specific problems.

Scope of the Study

3-5 teachers from 15 rural primary schools in Hubei county were randomly selected to conduct a questionnaire survey, and field visits were made to these 15 primary schools to collect 45-75 questionnaires and obtain the survey results.

Research Significance

In Chinese education of left-behind children in rural areas management as the research subject, to understand the status of the rural areas widespread education in contemporary China, studies the education problems, can cause the attention of academic circles for the left-behind children education management, education Suggestions, to help left-behind children receive better education conditions, on the rural education has important practical significance.

Theoretical Framework

"Noddings' theory of caring education is based on the basic needs of caring and being cared for, emphasizes the important role of emotion in individual moral development and education, and advocates taking caring as the core of education. The process of caring education can be divided into four parts: demonstration, dialogue, practice and recognition, which are interrelated and mutually restricted. Remote sense of "love education theory" will love as a kind of responsibility, respect the individual value of educatees, "for example affect educatees to dialogue to understand educatees, educatees to practice exercise, to inspire educatee, not only through the exchange of love and affection, heart and heart communication, transfer education content to the educatees. Through the communication of affection and love, heart and heart, not only to pass the educational content to the educatee, but also to promote the educatee from passive to active, consciously complete the internalization of the educational content ". The head teacher plays a core role in the education and management of left-behind children in rural primary schools, and every head teacher needs to care for left-behind children with heart, so as to influence left-behind children and achieve the goal of education. . According to the theory of child development, "family, school and society" are the three factors affecting children's development, and the functions of family, school and society are independent and complementary. With the weakening of family functions caused by parents' migrant work and the lack of educational management mechanism for left-behind children in rural communities, the only way to remedy the weakening of family functions in the development of left-behind children in rural areas is through schools.

Education that takes place in rural areas, is targeted at rural people and serves rural economic and social development is usually called rural education. UNESCO on developing countries, international symposium on rural education work according to the report, the main purpose of the rural education is: first, make the rural people to gain knowledge and working skill education, which requires every child, for youth and adults in rural areas to provide basic learning needs, including learning contents and methods, education opportunities; Secondly, in order to enable rural people to obtain the educational results of modern citizenship, which is the sign of rural people's personality and a political prerequisite for human development, and personality is cultivated from childhood. If you miss the basic education stage in primary and secondary school, you will lose the critical period of character formation. The so-called personality can refer to "the sum of people's character, temperament and ability characteristics" (i.e. psychological personality), or "personal moral quality" (i.e. moral personality); Personality education includes not only the formation process of individual good personality and moral behavior, but also the formation process of good personality and moral behavior. On the other hand, personality education not only includes the formation of good morality and moral behavior, but also includes the cultivation of "people's qualifications as subjects of rights and obligations" (namely legal personality) (Gao Yabing, Peng Wenbo, 2008).

The compulsory education of left-behind children in rural areas belongs to the category of rural education, and the rural education theory is of great significance to the study of educational management of left-behind children. The main purpose of rural education theory is to provide general guidance for the educational management of left-behind children in rural areas by aiming at the psychological, academic and moral problems of left-behind children in rural areas.

Hypotheses

1.This study believes that left-behind children in rural areas may have certain psychological disorders due to the lack of parents' company, which are manifested as withdrawn personality and not love to communicate with others, and thus ostracized and targeted by classmates.

2.This study believes that left-behind children in rural areas may lack guidance and supervision from adult parents, so they cannot achieve the same academic performance as students from ordinary families.

Specifically, the number of left-behind children with excellent academic performance is small.

3.This study believes that left-behind children can have better educational experience and growth experience by strengthening the care of left-behind children in schools.

4.This study believes that the country can solve the existing problems in the education management of left-behind children and set up corresponding policies and measures to improve the current education situation.

Literatures Review

1.Research on the lack of family education

Individual education is a systematic education project composed of family education, social education and collective education (school). The three are organically linked, interrelated, influencing and restricting each other (Pan Lu, Ye Jingzhong, 2014). However, at present, there are some problems in the lack of family education and social education, which is an important reason for the education problems of left-behind children.

Lack of family education. Family education is the most important and influential factor in children's growth. When one or both parents go out to work and live apart from their children for a long time, this leads to estrangement of parent-child relations and lack of family education, which has a serious impact on the study, psychology, character, and safety of left-behind children (Wenjian, 2017). In the single parent guardians, the majority of the mother guardians, many guardians because of the heavy burden of labor, become impatient with children's education; The educational level of mothers is generally lower than that of fathers, which also affects children's education and learning guidance (Yang Changxian, 2006). In the opinion of some scholars, there is a certain division of roles within each family, and father and mother play different roles in the growth of children. In single-parent guardianship families, the roles of father and mother are assumed by one person, especially most of them by the mother, which inevitably has a certain impact on the growth of children (Li Qi, Xu Zhufang, 2017). In families with intergenerational guardianship, the guardianship of left-behind children is not good because the grandparents are mostly old and weak, with low education level and heavy labor burden. Specifically, they are unable to supervise and guide the study of left-behind children, do not take proper care of their lives, dote on them blindly, and do not discipline the behaviors of left-behind children (Diao Li, 2012).

2.A study on the subject status of schools

As an organization that spreads advanced culture, schools have unique advantages. Left-behind children go to school all the time except for school and holidays. Besides their relatives, the people they come into contact with most are teachers and classmates. Schools should play a major role in the education and management of left-behind children (Shi Hui, Wang Dexun, 2008). At the same time, school is the main channel affecting the growth of left-behind children, and should become the main bridge between family education, school education and social education, so that the three can form a synergistic effect (Chen Jingpu, 1999).

3.Research on education management of left-behind children

At present, the main problems existing in the school education management of left-behind children are lack of ideological awareness, lack of psychological consultation, moral education lag, teachers' professional conditions, teachers' burden, lack of incentive mechanism, and insufficient investment in education funds.

Ideological consciousness is not strong. Schools and teachers fail to realize the psychological, emotional and life differences between left-behind children and non-left-behind children, fail to regard left-behind children as a group in need of care and help, and intentionally or unintentionally ignore the existence of such groups in school teaching and management (Hu Junsheng, 2010). The survey in Chongqing shows that most teachers do not recognize that left-behind children are a group in urgent need of teacher relationship and help, nor do they fully realize the importance of left-behind children's education to the whole society (Xu Liying, Yuan Guilin, 2006).

Education funds are insufficient and teachers are weak. The national compulsory education funds are mainly invested in urban or key schools. Rural primary and secondary schools are difficult to obtain financial support, with relatively poor school running conditions and difficult to guarantee comprehensive teaching management, not to mention the funds to take care of and help left-behind children (Li Shuishan, 2003). Due to the limited educational funds, the lack of professional psychological guidance teachers, rural boarding schools lack professional life guidance teachers to provide professional psychological guidance and mental health education, unable to pay attention to life, the emotional and psychological changes of each left-behind children (Zhang, Zhou Lian, 2005). Rural education funds are insufficient, the number of teachers in rural areas is insufficient, the teacher-student ratio is high, the loss of excellent teachers is serious, and the aging of teachers is prominent. Rural primary and secondary schools are difficult to replenish young teachers with higher education (Cao Hongmei, Xu Xiaoyang, 2013).

Research Methodology

Through the questionnaire investigation and interview method, this study in rural primary school teachers as the research object, obtain first-hand information, analysis and management status of elementary school education left-behind children in rural areas in Hubei province, reveals the relevant factors, to explore practical and effective measures for the school education management, give full play to the school in the left-behind children education management is put forward Suggestions on leading role.

Finding and Conclusion

1.Family care issues

In the context of surrogate custody and lack of parental supervision, grandparents have little understanding of the importance of communication for a child's development, coupled with heavy labor burdens and the elderly's lack of motivation to communicate, children have nowhere to talk. Due to the lack of communication, the inner psychological needs of left-behind children can not be met, which can easily lead to psychological problems and hinder the formation of sound personality. Especially in the lower grades, left-behind children feel lonely and isolated when they go home from school. "I prefer to be at school, where there are lots of classmates to play with, but at home in the evening there is no fun and no one to talk to me." They have character defects and incomplete personality development.

2.Misuse of pocket money

Parents are obsessed with giving material things to make up for the lack of care, while grandparents spoil left-behind children by giving them more pocket money and often let their children pick whatever they want when they go home to buy clothes for them, in order to appease them, a head teacher said. In the interview, a school principal said, "in general, children in the school dining hall at noon, breakfast and dinner at home, as long as five yuan a day allowance is more than enough, but I see quite a few children have more than ten dollars a day, or 20 dollars money, or even a hand holding a student is 100 Yuan RMB." Left-behind children not only pursue food and clothing, but also pursue fun and clothing. Various hair dyeing and perm phenomenon emerge in endlessly, and the clothes they wear are not consistent with the status of students. And students will compete with each other in terms of money, forming the value of money worship.

3.Lack of learning motivation

The survey found that compared with non-left-behind children, the overall academic performance of left-behind children is poor, and there is a serious polarization in academic performance. In general, most left-behind children have poor academic performance, and a minority have excellent academic performance. In the case of surrogate guardianship, grandparents are

limited by knowledge and education level and cannot supervise children's learning. Therefore, due to the lack of supervision and learning guidance, left-behind children naturally perform poorly. The principal of a middle school in Gong 'an County, Jingzhou City, said about the study problems of left-behind children, "Parents here have limited education and don't pay much attention to their children's education. Quite a few parents just hope their children don't get sick at school and don't mix with young graduates. The idea that study is useless is spreading." In an interview with left-behind children, a sixth-grade classmate said: "My mother said she would take me to Shanghai to work together after I graduate from junior high school."

4.Not behaving properly

In the interview, a teacher said: "today's children, most do not pay attention to norms of behavior, moral norms, etiquette norms, usually do not speak of hygiene, do not know how to respect elders, these are the lowest moral standards of life." Family is the first school and parents are the first teachers. When parents are absent from children's early education, it will affect the development of children's early character. According to the survey, more than 80 percent of the students disciplined are left-behind children, mainly manifested as smoking, swearing, Internet addiction, truancy, mischief, fighting and hanging out with social figures. A primary school principal said, "Due to the lack of love for their parents, they get attention at school by breaking rules, playing pranks and being bad, and they are a bit unhealthy psychologically. "Left-behind children account for a high proportion of students who fight, skip classes and violate discipline."

Recommendation

1. The government helps to improve the educational environment

The government should first pay attention to improving the living conditions of some boarding schools for left-behind children in terms of housing, food, culture and entertainment, and actively create conditions for rural primary schools to be equipped with sufficient school buses that meet safety standards. Secondly, more professional psychological counseling teachers and life guidance teachers should be set up to increase the number of young teachers and improve the salary level of rural teachers. Finally, improve the library, playground, sports equipment, computer classrooms and other cultural entertainment facilities, and strive to build websites, SMS platforms and other modern home-school communication channels for the school.

In addition, the government education administrative department to optimize the current education evaluation mechanism and change the test scores of students evaluation mode, school and the teacher education management should be brought into the target system, around the actual situation of left-behind children to contact, and through psychological counseling, home visits, parent-school contact, establish archives of left-behind children, safety education, moral education, such as indicators, Make a detailed assessment of the educational management of left-behind children by schools and teachers. To improve the education and management of left-behind children in rural primary schools, schools and classroom teachers will be assessed in detail and rewarded and punished.

2. Schools strengthen management measures

Rural primary school according to the actual situation of the school, set up special left-behind children education management organization, leadership the left-behind children education management of the school, the school leader is responsible for the,, supplemented by the mental health, security, physical education, moral education, living and logistics, sports entertainment, file management module, such as teachers and school teachers, school left-behind children education management team. The education and management of left-behind children in schools should be unified in planning, deployment and coordination.

At the same time, schools should carry out teachers' professional ethics study. According to the Code of Professional Ethics for Chinese Primary and Secondary School Teachers and the characteristics of teachers' education for left-behind children, caring for students is the core of classroom teachers' professional ethics. In their work, teachers should maintain a positive and enthusiastic working attitude and always keep sincere care for left-behind children, which is a necessary condition for the education of left-behind children. Therefore, teachers should vigorously carry out professional ethics training, so that teachers can fully realize the seriousness of the education problems of left-behind children, advocate treating left-behind children with love, and do a good job in education. On the basis of full research, the school will formulate a unified and targeted education and management plan for left-behind children.

3. Teachers should strengthen humanistic care

The school plays a leading role in the educational management of left-behind children, and the head teacher plays a core role in the educational management of left-behind children. As the person in charge of class management, the organizer and guider of class work, and the leader of students' healthy growth, the head teacher knows the most about the life, psychology, safety and personality of left-behind children, and is the person, guardian and relatives who have the most contact with left-behind children besides parents. The educational management measures adopted by the schools for left-behind children depend on the positive enthusiasm of the head teachers, the careful implementation of care, home visits and psychological guidance.

Positive, enthusiastic, caring for the young and professional are the premise of the teacher in charge to do a good job in the education of left-behind children. Schools to reduce the teacher in charge work, quantity control class, the teacher in charge work allowance, create favorable conditions for the teacher in charge to carry out the left-behind children education, through the professional ethics education to promote the teacher in charge to overcome the job burnout, arouse enthusiasm, set up the mechanism of left-behind children education management evaluation, choose the good-hearted, have the ability, has the sense of responsibility of teacher as a teacher in charge, Ensure that the head teacher has energy, enthusiasm and love to do a good job in the education and management of left-behind children.

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Exploration on the application of educational psychology principle in higher vocational education

-Take the Pygmalion effect as an example

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Abstract

The students are characterized by poor cultural foundation, vague goals in life, strong self-awareness and lack of self-confidence in higher vocational colleges, which require teachers to use more methods to drive their learning and growth. The Pygmalion effect is a self-fulfilling prophecy effect that affects teachers' teaching to a certain extent. This paper takes Pygmalion effect as the breakthrough point to discuss the application of psychological effect in higher vocational education. In addition, this article combined with the characteristics of higher vocational college teaching and the characteristics of students, in order to explore the application of psychological effect to promote higher vocational college students learning and growth, so as to effectively achieve the training objectives of higher vocational education, stimulate higher vocational students learning enthusiasm, improve the teaching effect. Set up the education idea that everyone can become talented, fully understand the students, establish a good teacher-student relationship, strengthen the encouragement and guidance, enhance the self-confidence of students. It is expected to benefit the teaching of higher vocational colleges.

Key words: Psychological effect, Pygmalion, Confidence, Talent, Double teacher

Inteoduction

Research Background

In vocational education, teachers often have an expected assessment of students' career growth and expect students to become useful professionals in the future social development. "Talent", people in the past before the last. To become adult, first of all, in order to be invincible in the future fierce competition in the cruel reality, to become a person of noble character, coupled with the true skills of outstanding skills. This good expectation of traditional education has a very important effect on the growth of students. Most of the students in higher vocational colleges are not ideal because of their college entrance examination results, so they have to choose higher vocational education or secondary vocational education. Many of them are not satisfied with the status of higher vocational students, they think that they are losers in the college entrance examination, so they feel lost and depressed. There is an obvious sense of frustration, learning objectives are vague, learning motivation is insufficient and lack of life ideal and planning. Compared with undergraduate students, higher vocational students need more social recognition, parental recognition, classmates' understanding and teachers' correct guidance(Thomas and Thomas, 2020). In the education teaching in higher vocational colleges use "Pygmalion effect", pour into love and passion to the student, proposed the reasonable goal, with teacher's personality charm offensive, expect the real their aptitude for students, to strengthen higher vocational students' self-esteem and self-confidence, so as to improve teaching effect, realize the talents training goal of higher vocational education.

Pygmalion was the king of Cyprus in ancient Greek mythology. He was eccentric and good at sculpture. He carved a beautiful woman with ivory in his Cloneliness and fell in love with her. He prayed to Aphrodite, the goddess of love, to bring the statue to life. Aphrodite, moved by his sincerity, brought the beautiful statue to life, and Pygmalion married her. This is where the Pygmalion effect comes in. In 1968, Harvard University professor, renowned psychologist Rosenthal and his assistant Jacobson conducted an experiment based on this myth. After giving intelligence tests to sixth-graders at an elementary school, they quietly handed the names of a random sample of students to the principal, saying they were "top prospects" and predicting they would excel in the future. At the end of the school year, eight months later, the students did much better than the others. Some truly stood out. Rosenthal named it the Pygmalion effect, after ancient Greek mythology(Claudine and Joana ,2020). Psychological Effect has many influences on teaching in higher vocational colleges, and the most influential one is Pygmalion Effect, also known as "Bilmalone Effect", "Bilmalone Effect", "Rosenthal Effect" or "expectation Effect". The Pygmalion effect proves that expectations of a person can have a powerful effect. Passing on positive expectations to a person will make him progress faster and develop better; Passing on negative expectations to a person can have negative consequences and can even lead to self-sabotage and depression. Suggestion, in essence, is a person's feelings and ideas, will be affected to varying degrees by other people's subconscious. People unconsciously accept influences and cues from people they like, admire, trust and admire. The Pygmalion effect in psychology refers to the miracle that eager expectation and praise can produce: the expectation person makes the desired person's behavior meet his expectation through a strong psychological suggestion. It is also called "Rosenthal effect" and "expectation effect"(Andrew and Kristie 2020). It needs a process of exploration for teachers to use this psychological effect to provide teaching level.

At present, the Pygmalion effect is applied to various fields of management science and educational science in the West. Many smart managers take full advantage of the Pygmalion effect to motivate and motivate employees to produce greater results. Many excellent teachers also use the expectation effect to motivate their students and arouse their learning enthusiasm and creativity. Practice has proved that teachers use Pygmalion effect in the process of classroom teaching and management to devote love to students and put forward reasonable goals and requirements, which can not only effectively stimulate students' enthusiasm for learning, mobilize students' enthusiasm for learning, but also improve the teaching effect.

Discipline educational psychology is a new psychological discipline that combines the two branches of learning psychology and teaching psychology to clarify the acquisition process of students' knowledge, skills and morality, and how teachers create appropriate conditions for students' effective learning and promote students' knowledge, skills and morality learning. It is a science that studies the learning activities of middle school students and their related psychological phenomena and laws in the process of school education. It involves all psychological phenomena and laws in the process of school education. On the one hand, I deeply realize that teaching and learning are two processes of mutual influence and promotion, which is consistent with our focus on school teaching or more detailed classroom teaching and our learning and life experience for so many years; On the other hand, I also realize that teaching is a complete process, and there should be correct theories to guide each process, so as to better promote teaching. The psychology of teaching and learning is different from Pedagogy: Pedagogy studies some basic laws of the educational process, while the psychology of teaching and learning studies the laws and applications of teachers' and students' psychological activities under the conditions of education and teaching.

Discipline educational psychology reveals that we should understand the characteristics of students in the process of education, and expounds what impact these characteristics will have on the teaching process. As a teacher, understanding students, understanding students' learning and learning how to effectively guide students' learning will be the most important thing in his career.

Teaching and learning should not be separated. It is a community, which helps us better understand the essence of teaching. Learn to have a comprehensive insight into everything, learn to put teaching in the "community" and learn to grasp it in the whole; No longer separate teaching, we should not only recognize our own limitations, but also be good at exploring our own potential. Cultivating students' thinking ability, logic ability, expression ability, thinking ability, communication ability and innovative spirit is always the most essential core of teaching.

I understand that the essence of learning is human individual self-awareness and self transcendence. I agree with the concept and model of "lifelong learning" and "learning socialization". In school, learning is not dead knowledge, but the ability to learn. Learning should accompany people's life and learn to learn. Without wisdom, knowledge itself is useless(Paul and Carl ,2020). Learning is not only a matter in the classroom. To create a learning society, we should also learn to learn in life and live in learning.

Let students update their original learning concept. In the past, they only paid attention to the learning of knowledge and skills, but ignored the learning of emotion, attitude, method, moral quality and behavior habits, which are very important; Pay attention to the innovation of learning activities, used to accept the ready-made knowledge of teachers or books, and don't bother to think. Because as long as you master what the teacher says, you will achieve better results and grow your laziness to a certain extent. Now you have to change into discovery, creative learning and explore unknown fields.

Learning not only needs to have clear learning objectives, but also needs to establish a sensitive and perfect feedback regulation mechanism. Through the study of learning evaluation theory, the concept of evaluation is updated. Evaluation is by no means just examinations and teachers' comments. At the same time, we should also pay attention to self-evaluation, which is the starting point and destination of the learning process. Only by more self-evaluation can we form self-consciousness and achieve self transcendence.

In the process of learning, we should first correct our attitude, be diligent, down-to-earth and meticulous in learning. On this basis, we should find and master the most suitable learning method, that is, "skillful learning". Some students study hard all day. Although their spirit is commendable, they get half the result with half the effort and have little effect. People value effectiveness. As a result, no one will sympathize with such people. There has never been a savior(Danieland Meghan ,2020). Such students should come out of the quagmire of books and questions, seek scientific learning methods, and achieve the effect of "learning" rather than "learning dead", so as to achieve twice the result with half the effort.

Research Problems

Exploration on the application of educational psychology principle in higher vocational education

Research purpose

Using the "Pygmalion effect", different students with different expected target in higher vocational colleges, humanistic education, lets the student feel the teacher's positive expectation, can effectively stimulate their learning initiative and enthusiasm, towards the good direction development, teachers' expectation gradually from learning to academic, fully activate students' learning enthusiasm. So as to realize the training goal of higher vocational education. Finally achieve the purpose of improving the teaching effect.

Research scope

Exploration on the application of Pygmalion in Higher Vocational Colleges. Higher vocational education in the face of high school graduates at the same time, also faces the alumni, the enterprise workers, laid-off workers, retired soldiers, farmers, such as almost all adults, want to give all people life knowledge and production skills and life science, and student age, knowledge, professional background, even learning time, learning methods and learning ability is uneven, to teach students in accordance with their aptitude, teachers must know each student well.

Vocational education and general education are two different types of education, which are equally important. Their essential characteristics are whether enterprises really participate in school running and whether schools really serve enterprises. The uniqueness of vocational education lies in point-to-point service to enterprises and one-to-one school-enterprise cooperation. Divorced from the connection with the enterprise, divorced from the demand of the enterprise post, is blind, ineffective vocational education. Practical to do a good job in vocational education, students become effective service employment promotion and enterprise, is to deepen the cooperation between colleges and enterprises position requirements as a focal point, with courses as the gripper, to teaching staff construction as the key, break the barrier of the departments and professional pattern, plan as a whole, adjust the use of school education teaching resources, do men.

Research significance

Students have weak independent learning ability, poor foundation and poor learning atmosphere

The admission line of vocational education is low, and the examinees are basically students who do not learn well in middle school. The vast majority of students are not interested in learning, have bad learning habits, have not formed the knowledge system structure, and have poor independent learning ability. After these students come to vocational institutions of higher learning, they cannot quickly adapt to the pace of life and learning in vocational institutions of higher learning, especially unable to arrange their study and work and rest independently. They are at a loss for the autonomous and self-discipline life in vocational colleges, with unclear learning objectives, unscientific learning methods and even chaotic work and rest arrangement(Alan, 2019). Passive learning leads to the general lack of professional knowledge to complete the internship and training tasks.

Because of the complexity of students' source levels, the learning basis of students at different levels of vocational education is very different. Relative to the ordinary university students, vocational education students general features of poor basic knowledge, the ability of learning knowledge is weak, some of the specialized courses for engineering practice ability for the related technical theory the demand is higher, the basic knowledge of students is poor, poor foundation, learning ability, knowledge, capacity and weak, some students cannot adapt to the vocational education professional knowledge learning and practice(Paul, 2019). The blind following reflected in career planning leads some graduates to enter the society and fail to engage in professional study.

The breadth and depth of professional knowledge and knowledge structure system in higher vocational colleges are different from those in senior high schools. They pay more attention to practical teaching, emphasize the improvement of students' professional skills and professional ability, and pay more attention to students' self-management and self-learning. On the theoretical study, the students' accumulation is insufficient, limit their learning professional skills, resulting in the students' interest in learning, autonomous learning ability is insufficient, self-discipline is not strong, lead to learning goals are not clear not clear study plan, learning effect is not good, plus vocational colleges have no high school exam pressure, by consciously is difficult to form the learning atmosphere(Huang, 2019). Some students even appear weariness, the bad situation of learning.

The professional quality of students in higher vocational colleges is generally divided into two aspects: professional basic knowledge and professional technical skills. The professional basic knowledge of students in higher vocational colleges has serious faults and insufficient reserves, which are limited to rote memorization of basic concepts and lack of systematic learning ability, and even affect the professional development of students. And professional technical skill learning, too much technical skills, too utilitarian, confined to a single technical skills to master, lack of technical theory support, and lack of system integration, knowledge and skills of learning are not synchronized, uncoordinated, basic specialized knowledge and professional skills of learning cannot be mutually promote overall, vocational skills cannot get to deepen and improve, Students' ability to apply and solve practical problems needs to be strengthened, and the overall professional learning support system needs to be improved.

In addition to the comprehensive education of students in basic knowledge, we should also do a good job in students' psychological counseling through the mastery of students' psychological knowledge. However, in the actual teaching work, some teachers did not realize the importance of educational psychology for students' growth, but put most of their time and energy into curriculum arrangement and related teaching work in order to enable students to learn more basic knowledge, Therefore, some teachers' learning and research in educational psychology are slow or even stagnant

The situation. It is normal for teachers to devote their time and energy to knowledge education, but on the other hand, if teachers carry out teaching without mastering students' psychological knowledge, the classroom teaching effect of teachers will be affected to a certain extent. In addition, when teachers have mastered certain knowledge of educational psychology, in the actual application process, teachers also need to be able to adjust their teaching methods according to the different age characteristics of their teachers and students, because students have different characteristics in psychology at all stages of students' growth process, Only by mastering these characteristics can we further take effective educational measures.

The shadow of students' academic performance is easy to lose confidence in learning, generally poor self-control ability, easy to blindly desire to be recognized, encouraged and appreciated

Students in higher vocational colleges generally do not lay a good foundation in middle school, the college entrance examination results are not ideal, more or less there is a sense of inferiority, which also brings some negative emotions. [4] As vocational colleges emphasize the cultivation of practical operation ability and other abilities, students are encouraged to take an active part in various club activities and activities organized by the school, so as to enrich their after-school life and exercise their ability to participate in public activities.

Once they are frustrated, they show fragile psychological bearing capacity and easy self-denial.

Higher vocational colleges students for career development direction of the relevant course more attention, but because of the foundation is bad, not form a good study habits, lack of persistence study perseverance, to pay time and energy in learning courses, once did not achieve the desired learning effect, tend to scatter the apparent confidence and learning motivation. Superiority loss, psychological gap is very big, frustrated, some vocational students can not evaluate and position themselves correctly. [5]

Self-control is one of the abilities that students must possess.[6] Because students in higher vocational colleges go from school to school, they have some bad habits in middle school and have not yet established the concept of right and wrong, so they are easy to follow blindly. Moreover, their academic performance is not ideal. In order to find spiritual support, they are easy to be disturbed by some bad thoughts and lack the follow-up power of learning.

Many students in higher vocational colleges are eager to get anything, make new friends and have the opportunity to communicate with their teachers. In fact, students in higher vocational colleges all hope that their families, teachers, classmates and friends can strengthen their communication and guidance. A positive attitude can make a person. This is where the Pygmalion effect needs to be applied.

Theoretical framework

The characteristics of higher vocational teaching

Teaching should take frontline application-oriented professionals as the training target and specification

Teaching shall be set according to the needs of vocational posts and technical fields in the local economy and society

Teaching plans and course arrangements shall be made according to the training requirements of post ability and professional quality

Apply the teaching mode

the "double certification" system in teaching and the power collection of "double qualified" teachers

The characteristics of higher vocational students

Weak independent learning ability, poor foundation, poor learning atmosphere

The shadow of backward academic performance is easy to lose confidence in learning, generally poor self-control, easy to blindly desire to be recognized, encouraged and appreciated

Applying Pygmalion effect to promote teaching activities according to the characteristics of students in higher vocational colleges

Teaching should combine the training of frontline application-oriented professionals with teachers' expectations

Make plans in combination with the training requirements of professional quality in teaching, and guide students to grow through psychological hints

Teachers give psychological hints to students' future career orientation according to the vocational job orientation of local economy and society

The future career suggestion of "double-qualified" teachers

Hypotheses

Establish the education concept of expectation education and everyone can be successful, "Pygmalion effect" tells us: praise, trust and expectation can change people's behavior, is the power of self-improvement, self-esteem, self-confidence, positive and upward. Although higher vocational students have some disadvantages, they have their own characteristics and advantages(Huaxi andWenli ,2019).

In order to cultivate skilled and practical talents, teachers should know the career trend of the economy and society. Through such prediction and inference, students' professional psychological tendency will be hinted, so that students can move towards their future career direction in the expectation of teachers. The requirements of local economy for education are also the requirements of teachers for students' vocational training. To complete these tasks, students need to be equipped with the corresponding knowledge, skills, attitudes and so on through psychological suggestion.

Teachers use "Pygmalion effect" to increase students' self-esteem and self-confidence by adopting more positive expectations. When students achieve results, can be a fanfare of commendation, so that they have a sense of achievement, inspire the determination and confidence to go forward; When students make mistakes, they should help them analyze the reasons for mistakes and find out ways to overcome them while pointing out the mistakes euphemistically, and encourage them to draw lessons from them and keep moving forward. To the so-called naughty students, poor students, teachers need more careful and patient, good at discovering their advantages, lose no time to encourage them, so that they can foster their strengths and circumvent their weaknesses, continuous progress.

Make use of Pygmalion effect to make students achieve the expected requirements of teachers through a strong psychological suggestion through eager expectation and praise. Overcome the inferiority of students, good at design, planning and implementation of the training of application-oriented talents specific programs, to achieve the purpose of training excellent application-oriented vocational students.

Literature Review

Ideological and political education in foreign countries can be said to be "no name but reality." They do not use concepts such as ideological and political education, but conduct substantive ideological and political education in the name of civic education, moral education, religious education, and legal education. The ideological and political education of various countries uses different concepts according to their own national conditions, such as "civic education" in the United States and France, "political education" in the United Kingdom and Canada, "social studies" and "moral time" in Japan, as Singapore calls it "Life Education" and so on.

At present, foreign research on applied educational psychology in ideological and political education in colleges and universities is still blank, but the theories and methods of educational psychology can be found from the educational content and educational methods of ideological and political education in foreign colleges and universities(John and Amanda ,2019).

As far as the content of ideological and political education in foreign universities is concerned, the theory of educational psychology is permeated.

Li Zhihui (2010) believes that the ideological and political education in American colleges and universities is based on the premise of advocating the development of personality, carrying out political education, morality and value education, healthy personality education, and religious education, emphasizing patriotism and national spirit. [5] Lian Zejun (2009) concluded that the content of ideological and political education in Japanese colleges and universities is mainly personality education, life outlook education, patriotism education, labor education and international education, which have the characteristics of facing modernization, facing the world and facing the future. He summarized the content of ideological and political education in universities in Singapore as life and growth education, traditional ethics education, civic education and religious education. [6] The content of ideological and political education in German universities mainly includes moral education, political education, ideological education with individualism as the core, and national spirit education with patriotism as the core.

These educational contents all reflect the humanistic learning theory in educational psychology. Humanistic learning theory advocates that students are the center of education in teaching, schools are set up for students, and teachers teach for students. Teaching is as humane as possible, respecting the subjectivity of students, and letting students learn to choose and discover themselves. For example, in ideological and political education, individuality education is promoted to highlight the development of students' individuality(Pedro De andCasper,2019). In addition, the humanistic learning theory also emphasizes emotion first, and pays special attention to the role of values, attitudes, emotions and other factors in education. Such as emotional education in moral education and value education.

As far as the methods and approaches of ideological and political education in foreign universities are concerned, the theories and methods of educational psychology are permeated.

In terms of ideological and political education methods, Lin Chun (2012) proposed that the conduct of ideological and political education in American colleges and universities usually combines prominent courses with hidden courses, and pays more attention to the educational function of hidden courses and conducts infiltration education. At the same time, it also pays attention to the social organization role of political parties and churches and the communication function of the mass media. Lian Zechun (2009) believes that ideological and political education in Japanese colleges and universities is carried out through formal courses, infiltration of various subjects, practical teaching, psychological counseling, employment education and other forms and methods, with moral education as the center, so that moral education thought penetrates into schools. Various activities. In addition to the systematic education of basic theories and concepts through school classroom education, the ideological and political education in Singapore's colleges and universities is also carried out in non-classroom teaching methods, focusing on the combination of school education, family education, and social education. An important way of moral education. In addition to permeating education methods in various disciplines and majors, the educational methods of ideological and political education in German colleges and universities also exist in a religious form. At the same time, they have established perfect psychological counseling and counseling institutions.

These educational methods and methods embodied the behavioral learning theory and social interaction theory in educational psychology to varying degrees. Behavioral learning theory emphasizes that teachers should consciously create an environment for students in the teaching process. This environment strengthens students' appropriate behaviors to the greatest extent possible and eliminates inappropriate behaviors, such as combining school education with family education and social education. Combine or carry out ideological and political education through religious methods and so on. The theory of social interaction believes that the mutual understanding of people's internal and external activities is realized in the process of social interaction. In ideological and political education, both theoretical education and practical education are completed through the interaction between teachers and students, and between students.

Therefore, whether in terms of educational content or educational methods, ideological and political education in foreign universities pays attention to putting students first in all work and creating a good environment for the development of students' personality. This concept is worthy of reference and reference from domestic related research(Alicia andKamil ,2019).

Research status of applied educational psychology in the teaching of ideological and political courses in domestic colleges and universities

At present, the domestic research results on the application of educational psychology in the teaching of ideological and political courses in colleges and universities can be searched and inquired in various academic journal websites such as the full-text database of Chinese journals, the full-text database of Chinese doctoral and master's thesis, and the full-text database of China's important conference papers. The subject of "University Ideological and Political Theory Course" and "Educational Psychology" were searched, and a total of 5 related documents were found. These five documents explore the teaching of ideological and political courses in colleges and universities from different perspectives of educational psychology. Ge Xin (2005) proposed to use the constructivism theory in educational psychology to guide the teaching of ideological and political courses in colleges and universities. The series of viewpoints and ideas have profound enlightenment for innovative education in the teaching of ideological and political courses." Zheng Kang and Zheng Yuebo (2011) analyzed the characteristics of educational psychology in the teaching of ideological and political courses in colleges and universities by analyzing the characteristics of teachers, students and teaching methods. Psychological characteristics and laws, combined with the teacher's own reality, adopt effective teaching methods to implement the teaching process in a targeted manner." Zhang Yu (2013) studied the effectiveness of the teaching of ideological and political courses in colleges and universities from the perspective of education psychology, which is the concept of personality education. He proposed that "the teaching of ideological and political courses in colleges and universities should integrate the theory of individuality education into the classroom, so as to be inclusive and interactive in the students' personalities, so as to achieve symbiosis of interest and mutual benefit in teaching effects." Xie Xiaofang (2009) is based on teacher-student interaction(Joseph and Jason,2019). This teaching model is the starting point to explore the teaching strategies of ideological and political courses in colleges and universities. She believes that "Ideological and political courses in colleges and universities can also learn from some theories of educational psychology in the development of teacher-student interactive teaching." "Through the teaching of teacher-student interaction mode, it will open up a new realm for the teaching reform of college ideological and political courses." Li Jia (2012 Year) focuses on the analysis of ideological and political teaching in colleges and universities from the perspective of educational psychology. The article separately elaborates the application of cognitive teaching method, emotional teaching method and practical teaching method in college ideological and political teaching. These scholars analyzed the application of educational psychology in the teaching of ideological and political courses in colleges and universities from different aspects, and provided valuable references for the research of the topic. All in all, by analyzing the current research status at home and abroad, it is found that more and more scholars have realized the importance of educational psychology in the teaching of ideological and political courses in colleges and universities. In a period of time, the research in this area will mainly focus on theoretical research. Mainly, and will continue to combine practice to make it more and more systematized and empirical, and more effectively promote the development of ideological and political teaching in colleges and universities.

Research methodology

Literature research method, through the investigation of literature to deeply understand the origin of "Pygmalion effect", obtain relevant psychological research materials, so as to comprehensively and correctly understand the problems to be studied. The Pygmalion effect proves that expectations of a person can have a powerful effect. Passing on positive expectations to a person will make him progress faster and develop better; Presenting negative expectations to a person can have negative consequences, and can even lead to selfabandonment and depression. At present, the Pygmalion effect is applied to various fields of management science and educational science in the West.

It is very necessary to use "Pygmalion effect" in higher vocational teaching, many higher vocational students are not confident enough, lack of self-control, learning enthusiasm is not strong, the use of "Pygmalion effect" in higher vocational teaching is conducive to achieve the training objectives of higher vocational education, conducive to stimulate students' enthusiasm for learning, improve the teaching effect.

Findings and Conclusions

The year 2019 marks a new era of Vocational education in China. It is a new era of enterprise college, a new era of moral education and cultural education. Vocational education is the origin of education. More than ten thousand years ago, Flints drilled wood to make fire, opening the Chinese civilization, science and technology masters represented by Lu Ban, Li Shizhen, Zhang Heng opened the Chinese nation to conquer nature, the history of production and life of technical skills occupation; More than 100 years ago, Huang Yanpei, CAI Yuanpei and others founded the China Vocational Education Association, advocating "seeking individual development, preparing individuals to make a living, preparing individuals to serve the society, and preparing the country and the world to develop productive forces." This initiated modern vocational education in China. On February 13, 2019, the "20 Rules on Vocational Education" was issued, clarifying that "vocational education and general education are two different types of education with equal importance", and defining the important role of vocational education in economic and social development and the construction of a standard system. The State Council, the Ministry of Education, the Ministry of Human Resources and Social Security, the Ministry of Finance and the National Development and Reform Commission and other departments jointly issued more than 10 documents, including top-level design, specific to talent training programs, industry-education integration, teaching staff, 1+X, etc., pushing vocational education to the highest level to drive China's education reform and serve China's economic and social development. This shows that 2019 is a new era of China's vocational education and a year of leapfrog development. Vocational education must be rooted in the country's territory, must train the talents needed by the country's enterprises. Strive to create a new era of moral education, education and vocational education. For a long time, vocational education tends to cultivate students instrumentalized, for those who do not go to college, study but not good, they are concentrated in vocational colleges, teach them some skills to make a living. Now of the vocational education is different, to khalid ents, culture, education, cultivation of morality, intelligence and physique, us, fatigue all-round development of socialist builders and successors, and cultivate the spirit of both the craftsmen, professionalism, spirit of labor, also will study, will live, will contact skills talents of innovative technology, these are all should think and correct for vocational education to meet the problem.

During the "14th Five-year Plan" period, the construction of "double-qualified" teachers in vocational education in Our country should strengthen the cultivation of "double-qualified" teachers' quality before service, and constantly improve the cultivation quality of "double-qualified" normal university students. It is necessary to improve the accreditation standards of "double-qualified" teachers, promote the integration of industry and education, school-enterprise cooperation, and strengthen the "double-qualified" teachers who combine professional and part-time work. It is necessary to take high-quality international brand building as the driving force to continuously improve the development orientation of "double-qualified" teachers. It is necessary to aim at the training of high-quality technical talents, constantly improve the quality, optimize the structure, strengthen the connotation, and write a new chapter of the construction of "double-qualified" teachers in the new era of vocational education. [10]

The double-qualified teachers in higher vocational colleges should first be qualified college teachers. Teachers in higher vocational colleges should first obtain the teacher qualification stipulated by the Higher Education Law. From the point of teachers' positions and titles, as long as he is a qualified educators, and the corresponding social practice experience, ability, ta can also enter the "double" teacher ranks, and not necessarily is a lecturer (or above) can be identified as "double type" teachers, will be conducive to the overall construction of "double type" teachers. The professional experience of double-qualified teachers is the biggest source of promoting students' future career development. Through their own professional experience and experience, they can give students psychological hints, so that students can make multi-hand preparation for their future career according to teachers' expectations, and constantly promote their own professional ability.

Vocational education is a complex education. Theoretically, the connotation of "double-qualified" teachers will be further developed. In practice, there will also be new training strategies and methods, and its basic development direction is "diversification". The teaching goal of vocational education is to cultivate students' professional ability. Teachers engaged in professional course teaching must have certain professional ability related to their major, rather than just skills or hands-on ability. Teachers with such professional ability and quality can directly or indirectly affect the formation of students' ability. As a profession, teachers must have professional abilities related to the teaching profession, such as teaching ability, student management ability and so on. In this sense, teachers of specialized courses must have dual professional abilities, and "double-qualified" teachers are those whose two abilities reach a certain height, which is also the inevitable requirement of the further development of vocational education for the construction of professional teachers. The acquisition of professional ability is mainly through the training of professional positions. In order to become a "double-qualified" teacher, teachers of professional courses must have double professional experience. Depends on the teacher's teaching ability acquired a certain working experience in teaching, also related to the professional vocational ability for must have a certain industry work experience, the short-term training in school can't solve the problem of the accumulation of industry experience, textual research can help teachers acquire certain skills, but you can't get teachers to form professional ability, in the "double division type" in the process of teacher training, A fundamental approach is to let professional course teachers have industry experience, the main way is to exercise, or to the enterprise (industry) part-time. When a teacher can be engaged in professional work independently as an enterprise (industry), he really has the corresponding professional ability. The training of vocational education teachers is not the unilateral responsibility of schools, but the common responsibility of society and enterprises. "Double-qualified" teachers come from the post training of schools and enterprises. School teachers can acquire relevant professional experience and professional ability through training in enterprises, and enterprise professionals with a certain potential can train their teaching ability through part-time teaching in schools, so as to become vocational education teachers. Enterprises are an important source of "double-qualified" teachers. To solve the channel problem of "double-qualified" teachers needs the support of policy and system. To effectively open the channel of teachers from enterprises to schools and establish a stable mechanism of professional teachers from relevant enterprises is the fundamental method to solve the problem of professional teachers. In the future, the ability structure of "double-qualified" teachers will be characterized by "pluralism". Teachers who focus on theoretical teaching focus on improving teaching ability and cultivating practical and professional ability, and such teachers mainly come from colleges and universities. Teachers who are mainly trained in schools and practice teaching are mainly from enterprises and mainly accumulate work experience in the industry, so the cultivation of teaching ability should be properly carried out. "Double-qualified" teachers have a certain "polarity", focusing on the development of a certain professional ability, can better overcome the phenomenon of average strength and blind strength in the construction of teachers, and can better adapt to the needs of student training in the long run.

In the future, there will be great changes in the understanding and training strategies of the connotation of "double-qualified" teachers, and the main direction is from micro to macro, from focusing on individual teachers to focusing on teacher groups. In terms of ability, it emphasizes not only teachers' skills but also dual professional abilities. In terms of experience, not only the emphasis on temporary post training but more emphasis should be related to the enterprise (industry) work experience; On the sources of "double-qualified" teachers, emphasis should be placed on multiple channels, especially the source channels of enterprises. In terms of types, it pays more attention to the actual needs of teaching, so that professional teachers can develop with emphasis. When the development of vocational education reaches a new stage and the conditions are further mature, China will finally establish the professional qualification standard system of vocational education for teachers, so as to completely replace the concept of "double-qualified" teachers.

In a word, teachers should grasp the scale of Pygmalion's psychological effect and put practical training plans into practice to help students rebuild confidence, acquire vocational skills and become qualified application-oriented talents in view of the students' poor academic performance, inferiority mentality, easy to follow blindly and long for recognition.

Recommendations

Every student has the potential to develop, and everyone can be successful. Teachers never belittle students, pay attention to students' personality traits, fair, objective and comprehensive evaluation of students, give positive expectation to each student, promote the students to give full play to their own advantages, overcome their own shortcomings, make every student with great anticipation, for their own development and improve and vigorous study, eventually become adults. At the heart of the Pygmalion effect is the idea that expectations and praise can work miracles. When teachers put forward reasonable expectations for different students, they must fully understand students' personality characteristics, physical and mental development, ideological level, moral accomplishment, family environment, as well as the position and role of students in schools, classes and other small groups, and "teach students according to their aptitude" based on the actual situation of students. Students who have a better foundation and better performance can be required to strive for a higher goal; To the performance of ordinary students, should be encouraged, strict requirements, guide them to keep up with the top students; To the performance relatively poor students, should see its shining point, affirm their every progress, guide them to establish self-esteem and self-confidence, carry forward advantages, correct shortcomings, continuous progress. Teaching is not only a process of preaching, teaching and clarifying, but also a process of communication and interaction between teachers and students in terms of thoughts and emotions. Only by fully understanding students, teaching students according to their aptitude, establishing harmonious teacher-student relationship, strengthening encouragement and guidance, and enhancing students' self-confidence, can we achieve the goal of educating students and talents.

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The Impact of Commercial Bank's social responsibility on the loyalty of consumer brand

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Abstract

In the era of brand economy, maintaining a good brand relationship between enterprises and consumers is the key to enhance brand competitiveness. By fulfilling social responsibilities, enterprises promote consumers senses and cognition of the brand, improve brand relations, and enhance consumers loyalty to the brand. Based on the social media platform, this paper constructs a model of corporate social responsibility and brand loyalty from the perspective of consumers. Corporate social responsibility is one of the main ways to build corporate brands. The fulfillment of corporate social responsibility is directly related to and affects the value of corporate brands.This paper first combs the relevant literature, divides the independent variable corporate social responsibility into four dimensions: consumer responsibility, socio-economic development responsibility, green environmental responsibility and community responsibility, and the dependent variable brand loyalty is divided into two dimensions: behavior loyalty and attitude loyalty. Then, according to the consumer corporate social responsibility response mechanism, the research model is established, and the scale development and questionnaire design are carried out. Finally, through empirical research, the research model and hypothesis are verified, and the relationship between the variables is analyzed.

The results show that CSR has a positive effect on consumer loyalty, and CSR communication can play an intermediary role in the research model. Based on this, it can be concluded that companies can promote consumer brand loyalty through social responsibility, that is, companies can enhance consumers behavior of the brand by fulfilling their responsibilities related to consumers, social and economic development, environmental protection, and community. corporate social responsibility communication under social media can promote consumers awareness of the brand, thereby further enhancing consumers loyalty to the brand.

Keywords: Corporate Social Responsibility, Communication, Brand Loyalty

Introduction

Research Background

With the deepening of market-oriented reform, the competition among Chinese enterprises is becoming more and fiercer. In the fierce market competition, brand building has become one of the core ways for enterprises to enhance their market competitiveness. From the consumer point of view, brand is the main factor to distinguish enterprise products and services. Therefore, for enterprises, the importance of brand building in its operation and development is becoming more and more prominent. Brand is an important asset of an enterprise. Brand can enable enterprises to obtain a higher market share in market competition and enhance their market competitiveness. In recent years, with the continuous reform of China financial industry, commercial banks are facing greater competitiveness in market development, especially in the context of the rapid development of Internet finance, which has brought a huge impact on Chinese commercial banks. With the gradual opening of China financial industry, foreign commercial banks will continue to enter the Chinese market, further intensifying the fierce competition in the Chinese commercial bank market. Therefore, for commercial banks, brand building has become one of the core channels to improve their market competitiveness. In order to cope with the fierce market competition, Chinese commercial banks have incorporated brand building into the development strategy of commercial banks, and through brand building to enhance customer ownership and loyalty.

Corporate social responsibility is one of the main ways of brand building. Enterprises can establish a good social image by actively fulfilling their social responsibilities, thereby enhancing consumer's recognition of enterprises. As the main supplier of financial products and financial services in China, commercial banks are directly related to the realization and implementation of national strategies and play a vital role and function in economic development and social development. Commercial banks need to actively fulfill their social responsibilities in their business development. The China Banking Association has issued a report on the fulfillment of social responsibility of China banking industry for 13 consecutive years. It can be concluded from the report on social responsibility of China banking industry in 2020 that in 2020, China commercial banks have completed the loan line of 6.6 trillion Yuan for deferred repayment of principal and interest in their loan business, and the accumulated inclusive micro-credit loans issued are more than 30,000 wishes. Through the development of inclusive finance, credit support to more than 3000 million. In 2020, affected by the new coronary pneumonia epidemic, China commercial banks, in accordance with the overall deployment of the Party Central Committee and the State Council, actively helped enterprises solve their financing problems and made great contributions to epidemic prevention and control and serving the real economy. By the end of 2020, the stock of China entire social financing scale had reached 284.83 trillion Yuan, up 13.3% year-on-year.

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of enterprises. As the main supplier of financial products and financial services in China, commercial banks are directly related to the realization and implementation of national strategies and play a vital role and function in economic development and social development. Commercial banks need to actively fulfill their social responsibilities in their business development.

Through the fulfillment of social responsibility, enterprises can establish a good communication bridge with consumers. Not only consumer's unilateral demand is also a factor that enterprises need in the process of development. The advent of the new media era is a corporate society. Responsibility communication brings new challenges. Compared with traditional advertising platforms, social media has low cost, wide spread and interaction. Strong characteristics. Therefore, in order to cope with the changes of consumers under the two platforms, enterprises need different communication contents and methods.

Research Problems

The fulfillment of social responsibility has become one of the main responsibilities of modern enterprises. Enterprises need to pay attention to the fulfillment of social responsibilities in their business development, and actively assume corresponding social responsibilities for different groups. For commercial banks, the financial products and financial services they provide directly affect the development of the entire economy and the entire society, so commercial banks actively fulfill their social responsibilities is an inevitable requirement for the development of the entire society. At the same time, commercial banks must maximize their profits in their business development. Under the background of fierce competition, brand building has become the key for commercial banks to enhance their market competitiveness. Therefore, this paper analyzes the relationship between corporate social responsibilities of commercial banks and consume rs brand loyalty.

Objective of the study

This article intends to sort out the relevant research and literature on corporate social responsibility, as well as the relevant research and literature on corporate social responsibility of banks. Under the premise of fully considering the particularity of commercial banking, it summarizes a set of corporate social responsibility scales of banks and measures the current corporate social responsibility of domestic banks.

Then further study the relationship between corporate social responsibility, consumer brand attitude and brand loyalty, and explore corporate social responsibility, whether it will win the recognition of consumers to the enterprise, whether it will make consumers attribute the enterprise motivation to altruistic motivation, and whether it can win the supportive brand attitude of consumers, and finally put forward constructive opinions and suggestions for banks and enterprises to undertake corporate social responsibility.

In addition, it is hoped that this research will prompt the government to introduce special regulatory measures to promote CSR and further improve the status of CSR. At the same time, increase the importance of relevant companies on CSR, so that they can devote themselves to the achievement of social responsibility behaviors, reduce the negative impact of corporate activities on society, promote the organic combination of corporate development and social interests, and understand the point of convergence between corporate and society, Rooting the enterprise in the interaction with society, seeking more possibilities for the development of the enterprise, thereby promoting the achievement of shared benefits between the enterprise and the society.

Scope of the study

This paper takes the type of social responsibility of commercial banks and the research of consumers brand loyalty to commercial banks as the main object, selects the relevant data and materials of Chinese commercial banks, and analyzes and studies the relationship between the fulfillment of social responsibility of commercial banks and consumer loyalty.Based on the analysis and research of corporate social responsibility and brand building, this paper chooses Bank A as a representative case, and through the analysis of the case, puts forward countermeasures and suggestions for brand building based on social responsibility for commercial banks.

Research Significance

The concept of corporate social responsibility originated from western developed countries, while the theoretical research on corporate social responsibility in western developed countries is relatively mature. Through years of research, western academic circles have formed a more systematic theoretical system in the research of corporate social responsibility. Under the guidance of the rich theoretical system, the performance of corporate social responsibility in western developed countries is also better, and the performance of social responsibility has become one of the basic responsibilities of enterprises in developed countries. Since the concept of corporate social responsibility was introduced into China, Chinese academic circles have also conducted a lot of research on the issue of corporate social responsibility. However, from the current research status quo, in the research of corporate responsibility performance in Chinese academia, the research literature on corporate social responsibility and brand building is relatively insufficient, especially for the banking field, the performance of bank social responsibility and brand building The literature is less. Therefore, in the analysis and research, this paper takes A commercial bank as a case, and analyzes and studies the brand building of A commercial bank from the perspective of social responsibility fulfillment. Through the analysis and research of this paper, it can enrich the literature on corporate social responsibility and brand building in Chinese academic circles, and play a certain theoretical guidance for the brand building of Bank of China.

From the perspective of practical significance, A commercial bank can establish the brand image of A commercial bank by actively fulfilling its social responsibility, and then effectively improve the brand influence of A commercial bank in the eyes of customers. A commercial bank in the operation and development, through the practice of social responsibility from all aspects, can effectively improve the competitiveness of A commercial bank in the market, for the realization of the rapid development and sustainable development of A commercial bank has an important role and significance. At the same time, Commercial Bank A is conducive to the development strategy of Form A Commercial Bank by incorporating the performance of corporate social responsibility into the scope of brand building. Therefore, in the analysis of this paper, through the research on the brand building of A commercial bank based on social responsibility, it has important practical significance and practical effect on the sustainable development of A commercial bank.

Theoretical framework

Enterprises can affect consumers behavior decisions by fulfilling corresponding social responsibilities, and consumers directly affect corporate social responsibility behavior through behavior decisions and information feedback. It is very important for consumers to respond to corporate social responsibility. The response mechanism of consumers to corporate social responsibility behavior refers to the process of psychology to behavior. First, consumers have a certain degree of understanding of corporate social responsibility behavior and make a response evaluation, and then the reaction produces the intention to buy brand products and the behavior of buying brand products. This reaction is called brand loyalty. External response is the result of the process of consumer response to corporate social responsibility. Enterprises can finally make consumers have purchase intention and purchase behavior by assuming corresponding social responsibility. Through the relevant literature, consumers purchase intention and purchase behavior to the brand are consumers brand loyalty. The internal response of consumers to corporate social responsibility is corporate social responsibility communication. Communication under social media includes emotional cognition and behavioral cognition and triggers subconscious emotional activities. According to this, it is proposed that corporate social responsibility communication is an intermediary variable between corporate social responsibility and brand loyalty. This study proposes a corporate social responsibility-corporate social responsibility communication-brand loyalty research model. According to the division of variable dimensions in the previous section, corporate social responsibility is divided into four dimensions: consumer responsibility, socio-economic development responsibility, green responsibility and community environmental responsibility. Brand loyalty is divided into two dimensions: behavior loyalty and attitude loyalty.

Hypotheses

Stakeholder theory points out that enterprises should not only ensure the interests of shareholders in their own development, but also consider the vital interests of various stakeholders (government, suppliers, customers, employees, etc.). By assuming the responsibilities of various stakeholders, enterprises can enhance their vitality and lay the foundation for further development, and at the same time accumulate a large amount of capital for brand building. Specifically, the company commitment to shareholder responsibilities can obtain strong support from shareholders, making it more inclined to invest in the funds needed for business operations, and promoting the expansion of the company scale and the creation of brands; the company commitment to the government helps Maintain a good interactive relationship between the enterprise and the government, so as to obtain the government support in brand development and promote the long-term development of the enterprise; the fulfillment of employee responsibilities is conducive to arousing the enthusiasm of employees to work, so that product quality can have a qualitative leap, and lay the foundation for the realization of brand loyalty; the company fulfillment of its responsibilities to creditors will help the company future financing activities. It is the source of power for the growth of brand loyalty; the responsibility of suppliers can be helpful in maintaining cooperative relations, so that enterprises can gain the trust of more partners, provide assistance to improve brand loyalty; companies fulfill their social responsibilities to customers, which helps companies form a positive and positive impression in the hearts of customers, make customers more identify with the company and increase their support for the company, thereby enhancing brand loyalty; Enterprises actively carry out environmental protection and other social welfare and charity activities, which can enable enterprises to obtain more praise and recognition from the public, and enhance exchanges and cooperation between the public and enterprises, and thus enhance brand loyalty. Therefore, from this point of view, the more enterprises fulfill their social responsibilities, the more they can be recognized by investors, consumers, the government and internal employees, as well as more business cooperation opportunities and social support, so as to promote the promotion of brand loyalty. At the same time, the signal transmission theory holds that corporate social responsibility, as an indirect transmission method of good signals, has a very high information content, which reflects the strength of the enterprise assets and broad prospects. On the one hand, it alleviates the degree of information asymmetry between stakeholders and enterprises to a certain extent, so that the outside world can more accurately understand the current business growth of enterprises, and evaluate the future prospects of enterprises more accurately, so that enterprises can obtain more trust from investors, and then obtain a large number of stakeholder resources to enhance brand loyalty; on the other hand, it indirectly shows its good performance and development prospects to the public, further enhance the public recognition of enterprises, establish a responsible positive image in the public mind, so as to obtain the tilt of social public resources, enhance the vitality of enterprises, and enhance brand loyalty from a long-term perspective. Therefore, this paper puts forward the following assumptions:

H1:consumer liability effects on loyalty.

H2:social and economic development responsibility has a forward impact on loyalty.

H3:green environmental responsibility has a forward influence on loyalty

H4:corporate social responsibility Communication plays part of social responsibility and loyalty.

Literatures Review

Corporate Social Responsibility appeared in the 1920s. At that time, in western countries, some enterprises in the market in order to obtain greater economic profits, resulting in a large number of environmental pollution problems and health and safety problems, so some scholars put forward the concept of corporate social responsibility in their research. Sheldon (1924) defined corporate social responsibility for the first time, proposing that corporate social responsibility includes moral responsibility and responsibility to stakeholders. Since then, more and more scholars have begun to pay attention to corporate social responsibility and have conducted a series of studies on the issue of corporate social responsibility.

Bowen (1953) believes that businessmen need to bear corresponding responsibilities and obligations in their operations, including the need for businessmen to carry out corresponding production and business activities according to the needs and expectations of the public. Under the background of the continuous development and improvement of the modern enterprise system, corporate social responsibility has received more and more attention.

Davis (1960) proposed that enterprises must identify the actual needs of consumers in their operation and development, and meet the expectations of the society as much as possible based on the actual needs of consumers. The business activities of enterprises need not only be limited to economic benefits, but also to improve social welfare in an all-round way. The production activities and business activities carried out by enterprises need to contribute to social, economic and social development.

Carroll (1979) divided the types of corporate social responsibility in the study of corporate social responsibility, and proposed that companies need to actively perform social responsibilities from the economic, moral, public welfare and legal levels. Among them, public welfare responsibility belongs to the highest level of responsibility. Economic responsibility belongs to the lowest level of responsibility, but economic responsibility belongs to the basis for enterprises to fulfill other levels of social responsibility.

As for the relationship between corporate social responsibility and brand loyalty, foreign scholars have relatively consistent research results. They believe that corporate social responsibility, as an effective factor to enhance competitive advantage, has a significant role in promoting brand loyalty. Scholars mainly from the perspective of stakeholders, Brown and Dacin (1997) believe that the level of corporate social responsibility fulfillment will directly affect customers loyalty; perceptions and preferences for products. Companies actively assume social responsibility will establish a positive impression of the brand in the hearts of customers, and at the same time Enhance customers loyalty; loyalty, willingness to pay and purchase, strengthen the emotional communication between enterprises and customers, thereby promoting brand loyalty. On this basis, Torres and others expanded the scope of stakeholder research, divided corporate social responsibility into responsibilities to customers, shareholders, employees, suppliers and communities according to stakeholders, and found that the social responsibility of various stakeholders has a positive impact on brand loyalty. There are also a few studies starting from the intermediary mechanism of reputation, that corporate reputation plays a full intermediary role in the relationship between corporate social responsibility and corporate brand loyalty, and the performance of corporate social responsibility affects brand loyalty through the impact on reputation. For example, activities such as corporate public welfare donations can improve corporate reputation and public trust, thereby increasing corporate brand loyalty.

Research Methodology

In this paper, the research methods used in the research of brand building of commercial banks based on corporate social responsibility include literature, questionnaire and quantitative analysis.

1. Literature review method. This paper collects, summarizes and summarizes the relevant research literature on corporate social responsibility, commercial bank social responsibility, and corporate brand building and so on. Through summarizing the relevant research literature, on the one hand, we understand and master the current research literature on corporate social responsibility fulfillment and brand building, and determine the research direction of this paper, on the other hand, the summary of the literature provides the corresponding reference and reference for the brand building research based on the perspective of corporate social responsibility.

2. The questionnaire survey method. In order to grasp and understand the current situation and problems of brand building of A commercial bank in 2020, this paper uses questionnaire survey method to investigate and study the current situation and problems of brand building of A commercial bank. Through summarizing and summarizing the questionnaire data, the shortcomings and problems of A commercial bank in brand building are obtained.

Table 1 Commercial Bank Social Responsibility Table

Consumer responsibility	Can provide high quality, security financial services and financial products.
	Attaches great importance to user privacy protection and technical support.
	Financial products have strong research and development capabilities, often introduced new financial products or financial services.
	Gives consumers fully real product information, not exaggerating hypocritical ads.
	Can properly solve customer problems.
Social and economic development responsibility	Bank compliance operation, abide by business ethics, comply with international conventions and laws and regulations.
	Good operating conditions, promote the development of benign development, and promote the economic growth of our country.

	Respect employees, caring employees, and establish a sound employee security system, and work in a very effective work atmosphere.
Green environmental responsibility	Actively promote and develop green finance products and financial services.

Table 2 Consumer loyalty metrics

I am very willing to recommend the bank's products and services to friends.
I usually choose this bank in financial products and financial services.
If different banks provide the same financial services and products, I still choose the bank.
If the bank launches new financial products and services, I will go promptly understand and pay attention.
I think the business value of the bank is in line with my values.

Table 3 Consumer Communication

I will praise and reprint the information published by the bank in social media.
I feel positive energy in the information released on the bank social media.
I can read bank information through social media such as brand public or Weibo.
The content of social media such as the brand is attracted to me in the content of social media such as brand public account.

3. Quantitative analysis. In the research of brand building based on social responsibility fulfillment of A commercial bank, the quantitative analysis method is used to quantitatively analyze the social responsibility fulfillment and brand building of A commercial bank, and the corresponding basis is put forward for the countermeasures and suggestions of commercial bank brand building based on the perspective of social responsibility through quantitative analysis.

Finding and Conclusion

The corporate social responsibility of commercial banks can promote the brand loyalty of consumers. In the process of operation, commercial banks can affect the loyalty of consumers varying degrees to varying degrees to varying degrees in different degrees of being affected by actively fu1filling consumer responsibilities, social and economic development responsibilities and green environmental responsibilities. At the same time, consumers communicate with the social responsibility of commercial banks and consumer loyalty.

1. Commercial bank social responsibility and brand loyalty

This study divides commercial commercial bank social responsibilities into consumer responsibility, social and economic development responsibility, and green environmental responsibility for verification. Through empirical research, there is a significant relationship between consumer responsibility, economic social responsibility, and green development responsibility and consumer loyalty.

Table 4 Commercial bank social responsibility and brand loyalty relationship

Argument	Variable	Estimate	P
Consumer responsibility	loyalty	0.359	***
Social and economic development responsibility	loyalty	0.23	**
Green environmental responsibility	loyalty	0.208	***

2. Intermediary role of consumer communication

Commercial banks play a certain intermediary role between consumer communication between commercial bank social responsibility and consumer loyalty. The implementation of social responsibility of commercial banks has through communication with consumers, which in turn affects consumers' brand loyalty to commercial banks.

Table 5 Intermediary role of consumer communication

Argument	Argument	Estimate	P
Consumer responsibility	Social responsibility communication	0.359	**
Social and economic development responsibility	Social responsibility communication	0.23	***
Green environmental responsibility	Social responsibility communication	0.208	***
Social responsibility communication	loyalty	0.208	**

Recommendation

1. Strengthen CSR communication in social media

Commercial banks publish information related to corporate social responsibility behavior on social media, and consumers can read the relevant information and give feedback, Thus affecting the content and image of commercial banks; This study suggests that commercial banks should strengthen the construction of CSR communication content and CSR communication strategy to promote consumer brand loyalty. In terms of content, communication uses the language that consumers are accustomed to communication; when selecting content, it is recommended to use the current hot topics to avoid formal public relations speech communication.

2. Improve CSR communication product crisis management in social media

Social media has the characteristics of content democratization, content personalization, content dissemination scope focus, and high dissemination efficiency in the dissemination of information. The above characteristics have both advantages and hidden dangers in the communication process between commercial banks and consumers. Although commercial banks can promote consumer brand loyalty by assuming social responsibility, it will achieve the opposite effect under inappropriate corporate social responsibility communication.

3. Integration of social responsibility into brand management

In the era of brand winning, it is a long-term strategy for commercial banks to establish and maintain the relationship with consumers. However, this study concludes that commercial banks can promote the promotion of consumer brand loyalty by assuming social responsibility. Therefore, integrating corporate social responsibility into brand management can better enhance brand competitiveness. Another reason is to meet the requirements of stakeholders for commercial banks to the greatest extent. On the contrary, the social responsibility of commercial banks will have a negative effect.

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Innovation and development trend of logistics model in cross-border electronic commerce

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Abstract

With the rapid development of global economy and the continuous improvement of the level of scientific and technological development, the proportion of cross-border electronic commerce in economic development is increasing. Therefore, this paper studies the innovation and development trend of logistics model in cross-border electronic commerce. In order to solve the problems of port-hinterland logistics qualitatively, the mathematical model of the hinterland circulation collection subsystem and the mathematical model of port-hinterland logistics order direct shipment are designed. The evolution algorithm of high-dimensional target based on α domination is studied. The improved high-dimensional objective optimization algorithm based on α partial order can remove most of the blocked solutions and greatly improve the convergence of solutions while maintaining the diversity of solutions. This study provides logistics managers with the idea of optimizing multi-link logistics system in dynamic environment.

Keywords: Cross-border electronic commerce, Logistics mode, Development trends

Introduction

Research Background

With the popularization of the Internet and the progress of information technology, e-commerce is booming all over the world. Therefore, more and more enterprises conduct business through the Internet, and more consumers shop online. Especially for cross-border electronic commerce, its logistics plays a vital role (Xiao, 2019). Therefore, it is necessary to innovate the logistics model in cross-border electronic commerce, which plays a positive role in promoting the e-commerce logistics to adapt to the progress of the times, and at the same time helps to promote the stable development of cross-border electronic commerce.

Research Problems

At present, China's cross-border logistics development lags behind the related development of e-commerce, which does not constitute a relatively balanced development form. In the specific mode of applied logistics, it still focuses on postal parcels and international express delivery (Xie, 2019; Wu & Chen, 2019). Now, with the high development of e-commerce, the innovation and development of logistics mode should be deeply explored, so as to promote the great stride development of logistics.

Objective of the study

The research goal of this paper is to comprehensively study the optimization problem of constructing high-dimensional objectives by using direction vector insertion method, aiming at the three-dimensional cross-border e-commerce international air logistics network multi-objective model based on logistics cost, customer satisfaction and time window in overseas warehouse mode. A high-dimensional target evolution algorithm based on α dominance is proposed, and an optimization algorithm of cross-border electronic commerce logistics network based on high-dimensional target is established. The algorithm is applied to optimize the configuration of overseas warehouse mode of international logistics with three-dimensional target cross-border e-commerce.

Scope of the study

In this paper, the cross-border logistics orders in the hinterland park and the logistics process from CDC (Collection and Distribution Center) to the port receiving the packing service are taken as the research objects, aiming at upgrading the optimization of a single static link in the traditional logistics process to multi-link dynamic collaborative decision-making and process control.

At the same time, GA based on programming language is designed for solving the model to verify the proposed mathematical model and collaborative algorithm. Finally, the effectiveness and reliability of the proposed optimization method are verified by a practical case.

Research Significance

In the process of cross-border logistics transaction, the choice of cross-border logistics mode becomes a key link, and the use of different cross-border logistics modes will have a great impact on the efficiency and service quality of the enterprise, which is directly related to the customer's impression and judgment on the enterprise (Li, 2019; Zhao & Zhang, 2019). Therefore, how to make cross-border e-commerce enterprises adopt logistics mode accurately and reasonably is extremely critical. In this paper, Genetic Algorithm (GA) will be used to carry out specific operations.

Theoretical framework

(1)Cross-border E-commerce

Cross-border electronic commerce means that both parties are located in different countries and conduct e-commerce transactions through e-commerce network platform. cross-border electronic commerce is essentially a kind of international trade, while international trade usually involves international payment and settlement, import and export customs declaration, international transportation, insurance, etc., as well as security and risk control considerations, which makes cross-border electronic commerce and domestic e-commerce different (Niu, Wang, Lee, & Chen, 2019; Xie & Li, 2020).

(2)Cross-border electronic commerce logistics

On the existing related concepts such as "e-commerce logistics" and "bonded logistics" (Wang, 2019), the author thinks that cross-border electronic commerce Logistics is based on e-commerce logistics and combines the characteristics of bonded logistics to transport, store, load and unload, package, distribution processing, customs clearance and distribution the import and export e-commerce goods in special customs supervision areas such as bonded areas and free trade zones, so as to meet the needs of cross-border electronic commerce.

Similar to the domestic e-commerce mode, cross-border electronic commerce can also be divided into B2B and B2C business modes. Corresponding to these business modes, there are mainly the following logistics modes: self-built logistics team, overseas warehousing mode, large-scale transportation of international parcels and international express delivery, and third-party logistics mode.

(3)Multi-objective optimization algorithm theory

The core of multi-objective optimization problem is to optimize multiple objectives at the same time, and many objectives often contradict each other. The optimization of one objective will lead to the disadvantage of the other, so it is necessary to get a compromise solution. In a sense, it is optimal for one objective, but not for the other. This is also the difference between multi-objective optimization problem and single-objective optimization problem. In order to study without losing generality, all multi-objective optimization problems take minimization as the criterion (Lin, 2019).

Hypotheses

Since the radiation area of modern ports to hinterland is already very large, and the hinterland area of a million-ton port can even reach a province, we assume the following three characteristics of port-hinterland logistics here:

(1)The task is complex, involving a wide area and being difficult. As the port is the starting point and end point of physical transportation of cross-border trade, it will receive goods transported by road, railway and waterway, which makes the port-hinterland logistics service more difficult.

(2)Many constraints, complicated process and strict ordering requirements. Port-hinterland logistics system takes cargo transportation as its core, but at the same time provides related supporting services such as temporary storage, repackaging, distribution and distribution processing, etc. This service is numerous, varied and complex.

(3)The external environment is dynamic. As port-hinterland logistics is a process involving many links and having a strict and complex personnel organization structure. Because the whole process is multi-link, every link in the business process is closely linked.

Literatures Review

Due to the gradual evolution of cross-border electronic commerce, cross-border electronic commerce logistics has become a booming sunrise industry, and all countries in the world are providing convenience for it. Literature (Tang & Wang, 2020) comprehensively analyzes the global data of various types of enterprises, and concludes that enterprises with competitive advantages have little to do with their size. Literature studies the major influencing factors of e-commerce, and points out that laws and regulations play an extremely important role in e-commerce transactions (Su, 2021). Literature thinks that the success of cross-border electronic commerce's transaction is closely related to the influence of social and cultural factors (Huang, Zhou, & Luo, 2020). Literature studies the development status of China's cross-border e-commerce in the Internet era (Rubenstone, 2019), which is characterized by rapid growth in scale, rapid development of supporting industries, increasing sales platforms and increasing sales models. It analyzes the problems of cross-border e-commerce such as lack of talents, incomplete system, frequent product quality and credit problems, and puts forward corresponding suggestions.

Literature discusses the training of cross-border e-commerce talents under the mode of internet plus (Mehlfelder, 2019), points out that there is a shortage of professionals under the new format of "internet plus Foreign Trade", and proposes that the training of cross-border e-commerce talents should be carried out according to local conditions in combination with location advantages and university resources. Literature studies how to make full use of big data to improve trade level in cross-border logistics supply chain, and puts forward a cross-border e-commerce sharing platform based on big data (Schulz, 2019), which applies detailed data in customer evaluation, logistics service, sales and operation, and product support. Literature studies the cross-border e-commerce potential of small and medium-sized enterprises in the globalization environment (Chai & He, 2019), puts forward that technological progress, logistics and distribution make every enterprise face competition in the world, and points out that small and medium-sized enterprises can make up for their disadvantages in the reform by using cross-border e-commerce platforms through public and private support. Literature analyzes what factors promote and hinder the development of cross-border e-commerce enterprises in EU countries, and investigates whether distance is still important for online transactions of physical goods (Luo, Lu, & Li, 2019). Literature studies the development of China's cross-border e-commerce platform and the construction of rule of law (Yang, 2019). From the perspectives of market legitimacy, relationship legitimacy and social legitimacy, it discusses the relationship between legitimacy and acceptance, and points out that cross-border e-commerce platform should pay more attention to establishing legitimacy among stakeholders.

Research Methodology

Optimization method of port-hinterland logistics based on GA

The research problem of this paper can be described as:

In a certain port-hinterland logistics system, there is a port, a CDC and several different manufacturing enterprises in hinterland industrial park, and each enterprise issues several orders for goods collection service every day.

At a certain time point, the logistics carrier integrates the current collection tasks of all enterprises, and then arranges currently available collection vehicles, starting from CDC, carrying out collection services to different orders along their respective routes, and finally returning to CDC.

At the same time, the port will arrange the direct delivery vehicles of orders to enter the CDC into container freight station for packing service through the -th gate.

In order to respond to the urgent insertion task of dynamic enterprises in the campus in time, an optimization algorithm with relatively small computation is needed. Now, it is assumed that during the task execution of the day, an enterprise inserts the service order for goods collection demand at any time, and inserts it between orders and .

The algorithm works as follows:

(1)Find out the paths that are currently being executed or not, and take these paths as optional paths.

(2)Calculate the additional cost caused by inserting the order into each optional path, find out the path with the smallest additional cost and compare it with the cost of adding a truck to serve the order .

(3)If the minimum additional cost caused by inserting a certain path is less than the cost of adding a cargo truck, the path is finally selected to be inserted, which is a first-level dynamic. Otherwise, a new cargo truck will be added, which is a secondary dynamic.

The additional cost after the order is inserted into the path is:

$$c_1(i,l,j)+c_2(i,l,j)+c_3(i,l,j).$$

In which:

$c_1(i,l,j)$ indicates the freight cost due to the increase of the traveling distance of the collection vehicles;

$$c(i,l,j)=VC(d+d-d) \quad (1)$$

service tin

$$c_3(i,l,j)=\begin{cases} 0, & ET_l < T_l \le LT_l, ET_l - T_D \le T_l \le LT_l - T_D \\ C_1(T_l + T_D - LT_l), & ET_l < T_l \le LT_l, T_l > LT_l - T_D \\ T_D = t_{il} + ET_l + t_{lj} - t_{ij}, & T_l > LT_l \end{cases} \quad (3)$$

$$c_3(i,l,j)=\begin{cases} 0, & ET_l < T_l \le LT_l, ET_l - T_D \le T_l \le LT_l - T_D \\ C_1(T_l + T_D - LT_l), & ET_l < T_l \le LT_l, T_l > LT_l - T_D \\ T_D = t_{il} + ET_l + t_{lj} - t_{ij}, & T_l > LT_l \end{cases} \quad (3)$$

The cost of adding a cargo truck service order l is: $FC_k + VC_k d_{ol}$.

Because of its versatility, good robustness, simplicity and difficulty in local optimization, GA is usually used to solve large, complex and difficult problems. In this paper, GA is chosen to solve the above model.

(1)Chromosome coding design

In this paper, natural number coding is adopted. In the mathematical model of cyclic goods collection subsystem, firstly, natural numbers from 1 to are used to represent the orders ( ) of production enterprises that need goods collection service, is used to represent the number of the th order, and 0 is used to represent CDC.

Suppose there are 10 orders that need to be collected, and two circular collection vehicles are needed to complete the collection of these 10 orders. Then, the optimization results of chromosome (0,4,6,9,2,5,0) and chromosome (0,3,10,8,1,7,0) pairs are as follows:

Path 1: CDC ⟶ order 4 ⟶ order 6 ⟶ order 9 ⟶ order 2 ⟶ order 5 ⟶ CDC;

Path 2: CDC ⟶ order 3 ⟶ order 10 ⟶ order 8 ⟶ order 1 ⟶ order 7 ⟶ CDC.

(2)Determination of fitness function

The two mathematical models in this paper are used to solve the minimization problem, so in order not to affect the operation ability of GA, the reciprocal of the objective function of milk run subsystem and port-hinterland order direct shipment subsystem is selected as the fitness function of the two GA.

(3)Genetic manipulation

This paper chooses the sorting selection method. First, according to the results of each individual's fitness function, the calculated values are sorted according to the law from big to small, and then one of the values of fitness function is brought into formula (4), and the corresponding selection probability is obtained.

$$P_i = \frac{F_i}{\sum_{i=1}^{M} F_i}(i = 1,2,\cdots,M) \quad (4)$$

In formula (4), represents the population size, represents the fitness function of each chromosome, and represents the probability of each chromosome being selected.

This paper chooses roulette wheel selection method. Specific practices are:

According to the population size and the ratio of fitness function of each chromosome to the sum of fitness functions of all chromosomes, the roulette wheel is divided into several fan-shaped areas with different area sizes.

The ratio of each sector area to the total area of the wheel disc is the same as the ratio of the fitness function of each chromosome to the sum of all fitness functions.

(4)Interlace operation

Here, we choose a crossover operator similar to sequential crossover: randomly generate two crossover positions. The middle chromosome segment at the intersection of two chromosomes in the parent is placed in front of the other chromosome. Delete the gene fragments with the same middle part.

(5)Mutation operation

In this paper, reverse mutation operator, also known as in-place mutation, is adopted, and the specific operation is as follows:

Two gene positions are randomly generated.

Re-insert the chromosome in the reverse region into its original position in reverse order.

Optimization model of air logistics network in cross-border electronic commerce

The fundamental concept of α is to set the highest/lowest compromise ratio between two goals. Although it is difficult to estimate the definite compromise ratio between the two goals, it is relatively easy to find out the approximate compromise interval between the two goals.

Without losing generality, take the minimization problem of k objectives as an example, $f_1(x),\cdots f_k(x)$, where $x \in X, X$ is the feasible region of the multi-objective optimization problem.

$$g_i(\vec{x}_1, \vec{x}_2) = f_i(\vec{x}_1) - f_i(\vec{x}_2) + \sum_{j \neq i}^{1,k} \alpha_{ij}\left(f_{j_i}(\vec{x}_1) - f_{j_i}(\vec{x}_2)\right) \quad (5)$$

Among them, $\vec{x}_1, \vec{x}_2 \in X$.

Let $\vec{x} \in X$ be the optimal set $\Leftrightarrow \left\{ y \in X \middle| y \overset{\alpha}{\prec} x \right\} = \varnothing$ of $\alpha - Pareto$. The $\alpha - Pareto$ optimal set $X^{\alpha} = \{x \in X | x \text{ is } \alpha - Pareto\ optimal\}$ is a subset of the optimal solution set.

There are two advantages to using α dominance instead of $Pareto$ dominance. Using α dominance definition in multi-objective optimization algorithm, the relatively poor solution in $DRSs$ will be discarded, which greatly shortens the life cycle of this kind of solution.

Only simple combination is done here. In non-dominated sorting, α dominance is used to replace $Pareto$ dominance in NSGA-II, and the combined algorithm is denoted as *alpha-NSGA-II* , while other parts remain unchanged.

To increase α value, an improved scheme based on α partial order and congestion distance sampling is proposed to maintain good convergence and relatively good distribution of solution set. Fig. 1 is a flow chart of α partial sequence. When the solution set passes the fast non-dominated sorting, each layer will be re-layered by α partial ordering.

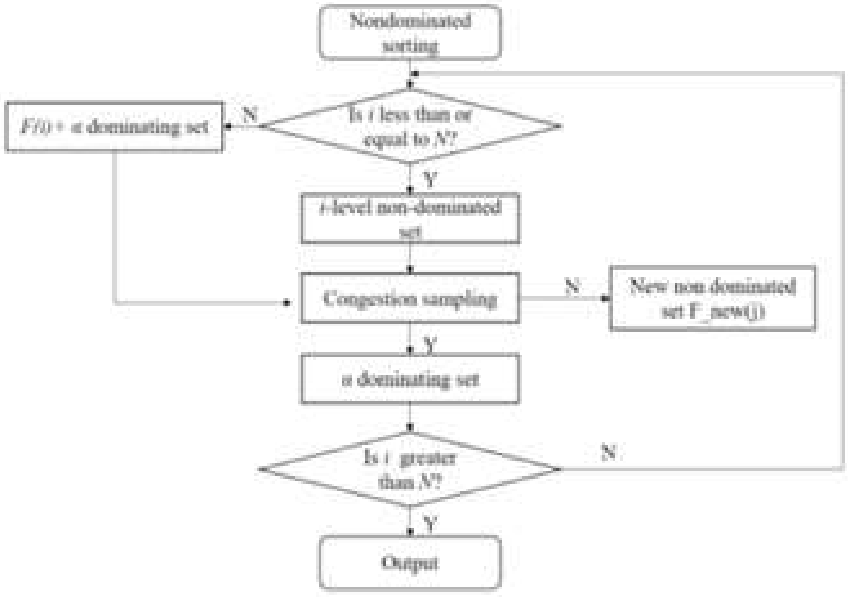

Figure 1 α partial sequence flow chart

In order to further explore the use of partial order and congestion distance sampling to improve the speed of population convergence by excluding the solution in the non-dominant solution set, the following experiments will be done on the 3-dimensional objective problem of DTLZ test function:

Every 100 generations, the non-dominated solution set obtained by the algorithm is recorded, and the GD index value of the non-dominated solution set is obtained, and the changes of the GD index values of NSGA-II algorithm (namely algorithm) and NSGA-II-c (namely adding partial order and congestion distance sampling) with population evolution are drawn.

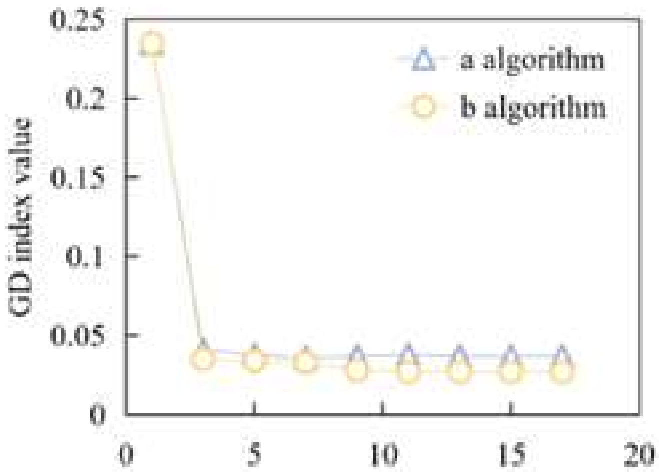

Figure 2 Graph of GD change with iteration times in DTLZ1_3

By observing the change curves of previous generations in Figure 2, it can be seen that the decline rate of circular lines is faster than that of triangular lines, which indicates that introducing α dominance in the initial stage of population evolution has a significant effect on promoting population convergence.

Finding and Conclusion

Finding

Based on the actual order data and port information of a port in a city and an industrial park in the economic development zone in the hinterland of the port, this paper verifies the decision-making method of multi-unit coordination and linkage of port-hinterland cross-border logistics proposed in this paper through data calculation and comparative analysis.

The above examples are programmed and simulated by using programming language, and the simulation process takes 64-bit Windows 7 operating system as the running environment. The cyclic cargo collection model and port-hinterland direct transportation model are solved by GA: population size is 500, chromosome length is 40, and iteration times are 200. The initial parameters are shown in Table 1:

Table 1 Iinitial parameter

Initial population size	Maximum number of iterations	Cross probability	Mutation probability
40	200	0.6,0.7,0.8,0.9	0.02,0.03,0.04,0.05

Figure 3 shows the comparison of key indicators after the operation of the port-hinterland cross-border logistics system before and after optimization.

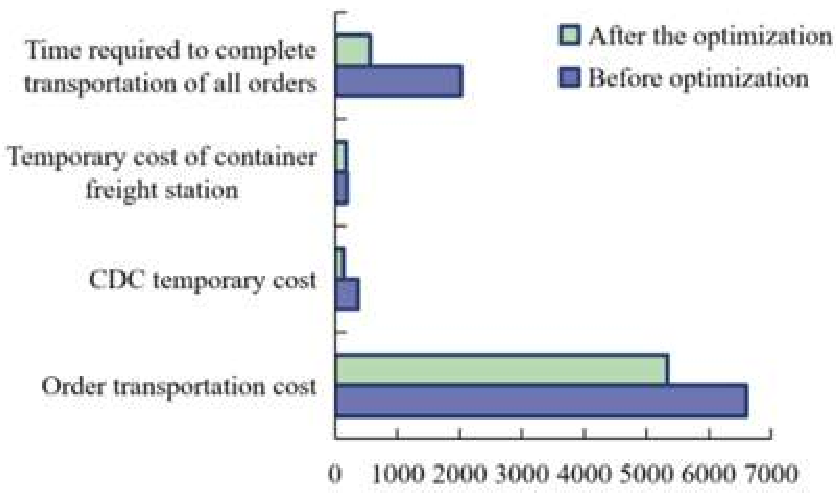

Figure 3 Comparison before and after optimization

It can be seen from Figure 3 that the transportation cost, storage cost and transportation efficiency of optimized orders have been greatly improved. For logistics operators, it can improve the utilization rate of logistics resources and warehouses, thus improving economic benefits. For overseas customers, it can reduce the price of products and the speed of logistics. A win-win result can be achieved.

If there is no linkage control mechanism between the two systems when dealing with dynamic orders, the port-hinterland order direct delivery subsystem can only send another truck to deal with dynamic orders. The comparison of the total cost of port-hinterland logistics at this time is shown in Figure 4.

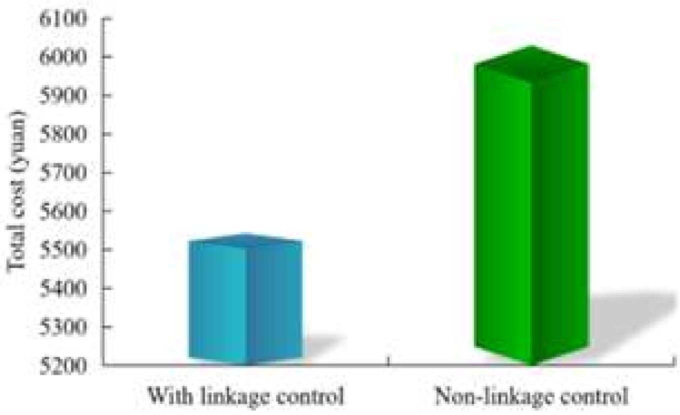

Figure 4 Comparison chart of linkage effect

When the dynamics appeared, the milk run subsystem made a new decision on path optimization in order to eliminate the dynamics, while the port-hinterland order direct delivery subsystem, as a follow-up process, had to make a joint decision with the milk run subsystem in order to cope with the changes.

In this paper, four algorithms, NSGA-II, α -NSGA-II, MOEA-D and MOEA/D-DU, will be selected to solve this problem. Each algorithm runs independently for 40 times, and evaluates the solution performance of the four algorithms by using the hypervolume index, and finds out the final four groups of logistics resource allocation results according to the index.

Four algorithms run independently for 40 times, and the maximum value, minimum value, mean value and variance of hypervolume index of each algorithm for 40 times are calculated as shown in Figure 5.

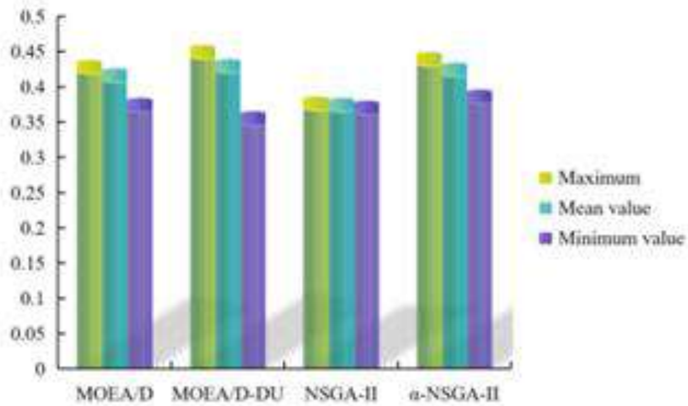

Figure 5 Hypervolume index of four algorithms

From the above HV index results, it can be seen that the MOEA/D-DU and α-NSGA-II are relatively superior in solving the three-dimensional air logistics model. The α-NSGA-II algorithm has improved the NSGA-II algorithm in three-dimensional problems, and compared with MOEA/D-DU algorithm, the performance of α-nsga-ii solution is relatively stable. the decoding of the above simulation results is shown in Table 2.

Table 2 The final configuration result is optimized

Domestic hub number	Overseas warehouse number	Transportation cost	Time cost	Evaluation score
A	I	22.013	1.448	96
B	II	14.275	1.604	96
C	III	19.244	1.431	96
D	Ⅳ	9.961	1.609	83

From the above four sets of results, it can be seen that the choice of domestic warehouse and foreign warehouse has a great influence on the cross-border cost and evaluation score when allocating cross-border e-commerce logistics resources. Therefore, when dealing with the complicated and changeable domestic hub and overseas warehouse problems, the simulation and related algorithm solutions provided in this paper provide great convenience for us to solve such problems. Merchants can choose the corresponding route according to the solution set solved by the algorithm, so as to achieve the expected effect as far as possible. The algorithm solution also provides more reliable reference for merchants to make decisions.

Conclusion

(1)In this paper, the mathematical model of circular goods collection in hinterland and the mathematical model of port-hinterland order direct shipment are designed. The model alleviates the contradiction among the production enterprises, logistics carriers and overseas customers in the park, and eliminates the bottleneck restricting the development of cross-border e-commerce in China to a certain extent.

(2)In this paper, a multi-objective overseas warehouse model of cross-border e-commerce international cross-border electronic commerce logistics network is established and the corresponding dynamic multi-objective logistics network optimization problem is solved, which brings new methods and new ideas for more rational planning and layout of the complex logistics system in cross-border electronic commerce.

(3)As far as the current international economic development is concerned, countries have paid considerable attention to the development of cross-border electronic commerce's economy. However, there are still some shortcomings and needs to be improved in the actual operation and development process. However, this further shows that cross-border electronic commerce's economy has a broader development prospect and a brighter future.

Recommendation

With the continuous development of my country's current cross-border e-commerce, for cross-border logistics, it is necessary to keep up with the current development direction and pace of cross-border e-commerce. In order to enable the coordinated development of cross-border logistics, the relevant staff In the process of actual work, it is necessary to coordinate cross-border logistics and cross-border e-commerce to construct a unified development model to ensure that the development level of cross-border logistics can be effectively improved. The relevant staff are in the process of actual work, To achieve effective coordination from the perspective of the sharing of tangible resources and strategic coordination, cross-border logistics needs to develop synergistically with the development of cross-border e-commerce, use cross-border e-commerce to improve its own strategic growth, and give full play to The advantages of network technology and hardware resources can achieve a strategic cooperation situation, and for logistics companies, the supply chain must be adjusted and optimized appropriately, so that the development level and development quality of cross-border logistics can be effectively improved.

In the actual work process, with the continuous development of world network technology and information technology, cross-border logistics must integrate the current development direction of cross-border e-commerce and develop mobile logistics services to cater to the development trend and needs of cross-border e-commerce. It can not only meet the needs and requirements of cross-border logistics for the development of cross-border e-commerce, but also build a new development model for the continuous and vigorous development of cross-border logistics, effectively integrate resources, and achieve a win-win situation. In terms of supply and cross-border e-commerce, use information technology and network technology to optimize and adjust packaging and transportation routes. Cross-border e-commerce and logistics should carry out in-depth cooperation and exchanges to promote the coordinated development of the two. Under the influence of this background, it can not only meet the logistics needs and requirements of cross-border e-commerce, but also effectively reduce and reduce the time and cost of the entire logistics, minimize the occurrence of damage to the goods during transportation, and promote cross-border logistics. The coordinated development of cross-border e-commerce is also conducive to improving the level of social and economic development in my country.

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Application of Game Teaching Method in Dance Education of Preschool Education under the Background of Vocational Education Reform

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Abstract

After the 1990s, preschool education has become an important part of the education system and received the attention of education authorities. Preschool education plays a fundamental role in the implementation of quality education in kindergartens, improving the quality of education in kindergartens and continuing education in compulsory education. In 2001, the Ministry of Education promulgated the Guidelines for Kindergarten Education, giving comprehensive guidance to improve the teaching ability of kindergarten teachers from the level of top-level design. At present, higher vocational colleges are the main channel for training kindergarten teachers. Under the background of vocational education reform, higher vocational colleges set up a series of courses according to the characteristics and needs of kindergarten education, including dance. In preschool education, dance performance ability, dance appreciation ability and children's dance creation ability are essential professional skills for early childhood educators, and teaching around these skills has gradually become an important training goal of dance courses for preschool education majors in vocational colleges.

Based on the development background of vocational education reform, the research of this paper focuses on analyzing the application practice of game teaching method in the dance education of renewal education by questionnaire survey and literature research, in order to enrich the teaching methods of children's dance and promote the improvement of the teaching effect of children's dance.

Key words: Vocational education, Game teaching method, Dance teaching, Preschool education.

Introduction

Research Background

With the 19 th meeting of the Central Committee of the Communist Party of China, "dance in school" has become a real-time hot topic. The popularity of dance courses has come along with it, but at the same time, the setting and teaching of dance courses have also ushered in great challenges. In today's vocational preschool dance teaching, there are often phenomena such as single content and teaching methods of dance teachers, and along with the tedium of dance learning for young children, there are often problems such as poor concentration, reduced endurance, and dissatisfaction, which deviate from the original purpose of the dance curriculum (Fan, 2018). In preschool dance teaching, how to make children better accept the spiritual and cultural connotation brought by the dance course and how to make children better accept the professional skills knowledge brought by the dance course is a major problem in dance teaching today.

Preschool education is a comprehensive course, and dance teaching, as an important part of the teaching development of preschool education in higher vocational institutions, is an important way to cultivate students' dance literacy. Professional dance teaching will not only improve students' overall quality, but also become an indispensable professional skill for students to work in preschool education. Dance teaching, as a compulsory course for preschool education majors in higher vocational institutions, has gradually become an important part of preschool education majors. However, due to cultural and historical reasons, the professional development of preschool education in our country is still in the reform period, and the development of professional dance teaching lags behind that of developed countries in the West, and there are still flaws and shortcomings in teaching, which requires us to change the existing education mode in preschool dance teaching and grasp the importance of dance teaching, so as to promote the good teaching of preschool education in higher vocational institutions (He, 2006). This requires us to change the existing education model and grasp the importance of dance teaching in order to promote the good teaching of preschool education in higher vocational institutions.

In today's dance education environment in the context of vocational education reform, the use of dance games and methods have not yet formed a systematic theory, lacking theoretical guidance, and research in teaching is still at the stage of continuous exploration and summary, with very little research on teaching theory and experience, the application and development of dance games in early childhood dance teaching has become particularly important. In the context of quality education, dance is a kind of aesthetic education that is suitable for most young children to learn, which brings challenges for a large number of schools and teachers. In the quality education class, how to carry out the dance curriculum for young children, how to improve the interest of young children in learning dance, and how to improve the technical level of young children's dance has become a top priority.

The development and application of games have promoted the development of children's dance teaching to a great extent. In traditional dance teaching, the educational value of dance games has always been excessively denied or affirmed (Li, 2018). In children's dance teaching, the excessive use of dance games will lead to the problem of falsification of dance teaching content, and children cannot learn the dance knowledge set by the curriculum standards, and cannot achieve the purpose of children's dance teaching. If the use of dance games is too little or unreasonable, the use value of the game will not be achieved, which will not improve the quality of children's dance teaching, and may be counterproductive.

Research Problems

The research questions of this paper are as follows:

1. What are the advantages of dance game teaching method for dance teaching?

2. How effective is the application of game teaching hair in preschool education majors in universities at present? What are the problems?

3. What strategies can colleges and universities adopt to promote the application of game teaching method to dance teaching?

Objective of the study

Under the development background of the current vocational education reform, the relevant research of China's vocational education for preschool dance teaching mainly focuses on the performance exploration, choreographic methods, functions and meanings, and problem analysis of young children's dance, with one-sided research content and less comprehensive research perspectives, and rarely combines preschool dance education with the overall physical and mental development of young children (Ling, 2018). In addition, the teaching of early childhood dance in China today is relatively rigid, usually starting from the teaching of dance skills, imitation of movements and movement levels, and keeping the vocational preschool dance education at the movement level. The dance education for young children belongs to the stage of enlightenment education, and its "educational significance" is much larger than "artistic pursuit". The dance game teaching method is based on the physical and mental development of young children and combines dance and games in a game-like way, so that young children can receive enlightenment education in games and open up creative thinking in games, and thus get comprehensive physical and mental development (Long, 2018). Based on the application of game teaching method in preschool dance education in the context of vocational education reform, this paper hopes to form a systematic knowledge of this topic, so as to better guide the development of practical application.

Scope of the study

Higher vocational education is unique in China and belongs to vocational orientation in the field of higher education. In China, higher vocational education is divided into academic education and non-academic education. This study only discusses the higher vocational education which belongs to academic education. China's higher vocational education is aimed at students who have the academic level of senior high school, and aims at acquiring certain vocational skills. Higher education is awarded with junior college or bachelor's degree

(Na & Hui, 2018). Among them, preschool education is an important part of the professional structure of higher vocational colleges, which mainly trains preschool teachers and is also the main source of kindergarten teachers in China. Based on the background of the development of vocational education, the research scope of this paper discusses the application and practice of game teaching method in the dance education of preschool education (Xiang, 2017). The specific research takes the junior students of preschool education in vocational colleges as the research object.

Research Significance

Theoretical significance.

The positive impact of games on teaching is not recognized by traditional educational concepts. In the field of early childhood dance education, the evaluation of the impact of games tends to be polarized, and games are over-dependent or extremely despised. Dance games do not have a place in today's traditional dance education. The theory of using dance games to achieve teaching goals in children's dance teaching has not been fully mature. In order to promote the organic combination of children's dance teaching and dance game research, it is necessary to promote the further exploration of dance game. The scientific use of games in children's dance teaching can first expand the theoretical research of children's dance teaching. Secondly, the scientific theoretical framework can provide support for the combination of children's dance teaching and dance games, make better rational use of dance games, and understand and excavate the artistic education value of dance games.

Practical significance.

On the one hand, this study starts from the status quo of children's dance teaching in a wide range, investigates the existing problems in the organization and implementation of children's dance teaching and analyzes its causes, so that more people can understand the current status of children's dance teaching (Xue, 2019). On the other hand, by summarizing and discovering the work experience of organizing children's dance learning and analyzing the causes of problems encountered in the implementation, the use value of children's dance games and suggestions for rational use are put forward, so as to improve the quality and efficiency of children's dance teaching. Improve children's artistic accomplishment, improve children's physical quality ability and dance comprehensive technical ability, enhance children's interest in learning dance, initiative and enthusiasm, promote children's physical and psychological all-round development, play a certain practical guiding significance.

Theoretical Framework

Hypothesis

1 : Through the application of game teaching method, the physical and mental health development of dance teaching students in preschool education can be realized.

2 : The application of game teaching method can effectively promote the dance teaching efficiency of dance teaching students in preschool education.

Literature Review

Research related to games in children's teaching.

The research on children's games is mainly concentrated in Europe, and the elaboration of foreign educational theories and the development of practical teaching activities can be traced back to the ancient Greek period. The ancient Greek philosopher Plato (Plato) on the key role of play in shaping children and children learning the necessary skills for life, with the corresponding views concentrated in the two works "The Laws" and "The Ideal State", argued that children's play is different from other behaviors of children or the play behavior of other age groups. The Roman educational theorist and thinker M. F. Quintilianus argued that the main way of learning for young children is play, and that the more smoothly play is carried out the more likely it is that children will develop excellent traits.

China's formal research on children's play was first carried out in the late 1920s, and Chen Hechen, a child educator in China, was a leading figure in the field at that time (Yan, 2020). Her views on play are based on years of exploration and research in the field of advanced foreign children's education. She believed that children's play is a child's natural behavior, pointing out that a child's life can be said to be a game, and when he plays, he forgets himself and uses all his energy, devoting himself to the game, which can have extremely far-reaching effects, although he can gain a short-lived sense of accomplishment. Therefore, games can not only exercise children's body and mind to a certain extent, develop their intelligence and enhance their acumen, but also help them adapt to life better. Feng Jilin in "Research on the Playfulness of Teaching" points out that the correlation between teaching and games is mainly manifested in three aspects: games are one of the three aspects of teaching; games and teaching goals are consistent; games are a form of teaching. The human being, teaching and play are connected because the subject of teaching is the human being, and "the human being is the gamer (in Hyezinha's words)" and the purpose of teaching is to educate "adults", "since the essential goal of teaching is Since the essential goal of teaching is 'adult', it needs to 'educate like a human being', and the instinct of a human being is to become a 'playful human being', so the core of teaching and the soul of play are one and the same".

Combining the above views, it is argued that the substitute of teaching will not be teaching games, but a new teaching method of adding games to children's teaching activities in their daily lives, and in order to truly achieve the scientific integration of games and teaching, the real method must be to give teaching a game concept. However, the disadvantage of this approach is that, although the theory related to the gamification of teaching is basically sound, the practical application is unable to fit well with the initial teaching policy of games, and it often appears that the games deflate the teaching content and other phenomena, and lacks the implementation and feedback of this theory in the teaching practice.

Related research on games in children's dance teaching.

Orff's music teaching method and Dalcroze's somatic kinetics are the most influential advanced theories in the field of teaching children's dance, and they are also highly sought after abroad. Some targeted insights on children's dance teaching are presented in Cheng Xintian's "Experiences on Children's Dance Education and Creation",which covers the part of children's dance games; Zheng Jiazhen and Zhu Bingchang's "Guidance on Early Childhood Dance Education" gives a detailed elaboration on the game aspect of children's dance. In the research related to the current situation of children's dance teaching, Bi Yujuan points out in "Investigation and Research on the Current Situation of Preschool Dance Education" that children's dance education has been in full swing in recent years, but there are still many problems behind it, mainly manifested as the following: (1) children's dance education work at different management levels, unable to standardize the teaching content and teaching methods; (2) teachers' quality is not (2) the quality of teachers is not guaranteed, and the relevant departments are not strong enough to supervise the teaching level of teachers; (3) there are deviations in the teaching of children's dance in the commercial dance training institutions in the society, such as a whole lesson is playing games with children, not learning the real dance knowledge and skills, etc., and cannot put aside the strong utilitarian goal to teach in order to prevent the loss of students (Yong, 2018) .

Combined with the above, the current research on dance games in children's dance teaching in China mainly remains at a preliminary stage, without forming a scientific and reasonable theoretical support, and teachers cannot find a reasonable theoretical support to put into teaching. According to the current existing research, it can be seen that the existing research on the mechanism of using dance games in children's dance teaching is not very deep, without digging deeply into the dance games behind the reasons, and no clear instructions are given about what kind of dance games to carry out for children's dance teaching and how to use dance games throughout children's dance teaching.

Related research on dance games in children's dance teaching.

In recent years, more and more research results related to children's dance teaching have been produced: Dong Li mentioned in the article "Kindergarten Dance Teacher Skills" that dance game teaching possesses the characteristics of allowing children to learn knowledge in the game, gain joy in learning, and perceive in the game, and through dance game teaching means children can vividly participate in the process of playing dance movements, allowing children to communicate deeply with the connotation of dance works, allowing Children stand on the children's point of view to see the art works, independently imagine the scenes portrayed by the works, so that children have a deeper feeling of the dance teaching content. He (2006), in "On Teaching Dance through Play, Imitation, and Movement Experience," points out that for children, dance is both a play and a learning process. Children will treat dance as a game, but in teaching, the teaching-learning process must exist in the teacher's guidance, so it is still a learning process. In the process of role-playing children can choose the role they are happy to play, understand the development of the plot during the performance, find their own emotional support, find a channel to acquire knowledge from it, and maintain a longer attention span in the dance (Zhang, 2014). In "Exploring the playfulness in children's dance education", Ling Zhang points out that children's favorite activity by nature is to play, and the innovation of children's dance education focuses on making children feel the fun of playing in the teaching process and making the content of the teaching materials playful, so as to promote the work of children's quality education successfully.

The current related research results show that the dance game teaching theory is now only as a conceptual framework of children's dance teaching is put forward, and no more in-depth study and practice on the teaching content of the reference, lack in practical application of classroom, the dance game method use of dance teacher also is uneven, use effect also has very big difference, It has not formed a certain theoretical scale and framework.

Research Methodology

Literature research.

The stage of preparation, implementation, and write in the paper, through the combing and analysis of the current literature on early childhood development and children's dance education, understand the present situation of children's dance education in China, and collates and summarizes the related knowledge of children's dance game teaching method, thus for the children dance teaching method provide theoretical support for the practice game.

Case analysis.

On the basis of collecting a large number of cases of dance teaching method and according to the theoretical guidance of children's dance game teaching method, the author designed two specific application schemes, carried out experiments in children's dance class, and then reflected and thought in the experiment, timely corrected the deficiencies, and finally summarized.

Questionnaire survey.

The author issued questionnaires through online questionnaire software - - Questionnaire star, a total of 2 2 4 copies. Through online questionnaire survey, collect relevant information directly from parents and teachers of early childhood dance education, and make statistical analysis of the data to understand the needs and concerns of parents in China's current early childhood dance education, as well as the feelings, needs and concerns of early childhood dance teachers. Thus the most intuitive understanding of the current children's dance education to improve the place and development direction.

Finding and Conclusion

The dance content of the game lacks plot.

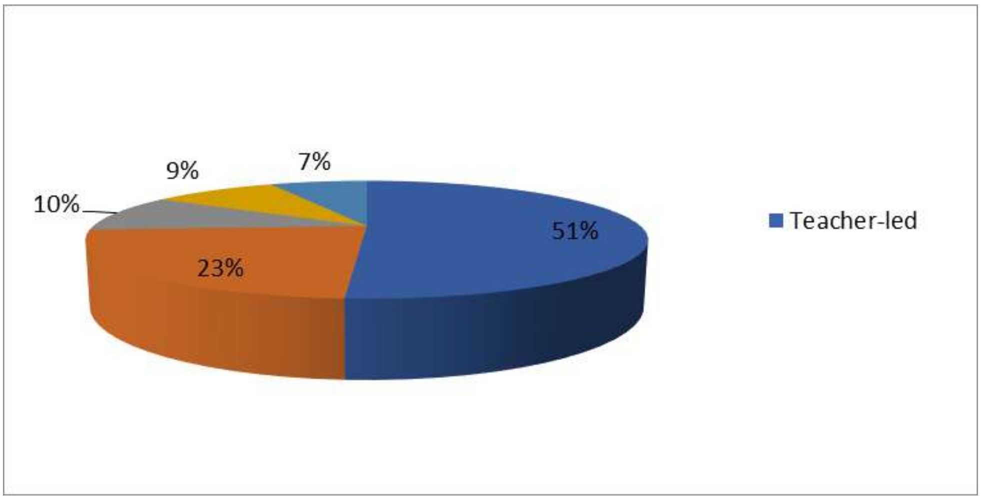
Teachers create a gamified teaching context is the necessary means to realize dance teaching gamification, while selecting gamified teaching contents is the key and foundation to realize dance teaching gamification, and the gamified teaching context needs teaching contents with plot elements as support, and plot elements are also the most used game elements in dance teaching gamification. To realize the gamification of dance teaching, teachers need to choose the content of dance games from the surrounding life that children are interested in, so that the content of dance teaching is rich in game plots, and through these teaching contents that can stimulate children's senses can enrich their perceptual experiences and aesthetic interests, and stimulate children to express and . Teachers can use plot-rich game elements to create appropriate game situations for children and create a pleasant atmosphere for them to deeply perceive the teaching content. However, according to the observations, teachers often stick to the textbook and curriculum when choosing dance teaching contents, which are often characterized by rigidity, and most importantly, the teaching contents often lack game plots, thus making it difficult for teachers to organize games or organize game activities that are slightly rigid and rigid.

Gamified teaching process often ignores the subject status and participation in children's games.

The understanding of each movement is a process of independent construction by young children based on their existing cognitive structures. Young children like to express their emotions and feelings with movements and like to express themselves in music because their inner need for the pursuit of happy existence is satisfied in the process of movement expression. Therefore, dance teaching should respect the subject position of young children, respect their right to independent enhancement, and give them sufficient time and space to play freely. However, in the observation of actual teaching activities, it was found that some teachers used gamification in organizing dance teaching, but it was difficult to stimulate children's subjectivity and participation.

In the process of investigation, I learned that in the preschool dance teaching in Quan Zhou College Of Technology , dance games are also carried out in various ways, which can be roughly divided into the following types: teacher-led 51%, teacher-assisted 23%, student-led 10%, teacher-student cooperation 9%, and parent-student cooperation 7%.

FIG. 1 Proportion of game teaching methods in dance teaching



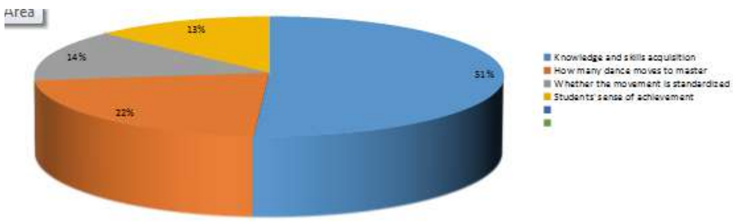
Combined with the above survey data can be found: teacher-led, teacher-assisted, student-led, teacher-student cooperation, parent-student cooperation characteristics, Quan Zhou College Of Technology and universities in the development of dance games is still teacher-led teaching, ignoring the main position of students, which will to a certain extent inhibit students' interest in learning, which is not conducive to the improvement of teaching effectiveness.

Dance teaching evaluation pays more attention to the results than the process.

In the ideal dance teaching, there is the visual impact brought to children by the unique space transfer and movement change of dance art, as well as the joy and sense of accomplishment brought to children by their own "hand and foot dancing". The music used in dance teaching also gives children a wonderful feeling with its jumping and rhythm. In playful dance teaching, teachers should focus on what children "play" and what they experience in the activity, but they are not concerned with the results of learning. However, it has been observed that actual teaching evaluation often shows the phenomenon of evaluation for the sake of evaluation, and one-sidedly pursues the evaluation of knowledge and skills. In the actual dance teaching, teachers only focus on how many dance movements the children have mastered, whether the children's movements are consistent with the teacher's teacher.

In the actual dance teaching, teachers only focus on how many dance movements children have mastered, and whether children's movements are consistent with teachers' teachers, such as whether they have mastered dance movements like "frog jumping" and "bird swimming", focusing on the results of dance teaching, but ignoring the importance of the process (Dong, 2017). The number of dance movements that children have learned and the neatness of the group dance are the only criteria for teachers to teach dance, ignoring the characteristics of children. Under the influence of such "utilitarian" concept, teaching evaluation is simply to evaluate the results of children's movement learning, which makes it easy for teachers to evaluate children's learning behaviors in dance teaching with brief language, resulting in the loss of objectivity and fairness in teaching, making teaching evaluation lose its main value, which is contrary to the original purpose of dance teaching gamification. initial purpose of dance teaching gamification.

FIG. 2 Dance teaching evaluation statistics



In the specific investigation process, the dance teaching evaluation is investigated as follows: inter-teaching evaluation often shows the phenomenon of evaluation for the sake of evaluation, one-sidedly pursuing the evaluation of knowledge and skills. In the actual dance teaching, teachers only pay attention to how many dance movements children have mastered and whether children's movements are consistent with teachers' teacher's model, such as whether they have mastered dance movements like "frog jumping" and "bird swimming", focusing on the results of dance teaching but ignoring the importance of the process (Dong, 2017).

Children's attention is not focused, thinking out of the classroom.

In traditional children's dance courses, children often lose concentration and think out of class, which affects their learning of dance knowledge and skills. As time goes by, they cannot keep up with the class progress, with obvious differentiation, which leads to the lack of dance knowledge and skills in the long run. In the basic skills class, children can't bear the pain and fatigue, and the pain and fatigue can't be transferred, so they have decreased tolerance, accompanied by dissatisfaction, and leave the dance class. But for the dance itself, basic skills are crucial, which is a huge problem. For students to learn ballet movements, rigid, rigid is not a long time to solve problem, the root cause is the children's inner emotional not release and express, understand essence can't dance, no natural perceptual knowledge is developed, which can lead to stiff body movements, facial expressions, dignified, affect the overall aesthetic of dance.

Recommendation

Choose gamified dance movements according to children's age characteristics.

Dance movement is the basic teaching content in the teaching of dance for young children. The enrichment of young children's dance movements is one of the goals of dance teaching for young children. Without the accumulation of rich dance movements, it is difficult to organize the gamification of dance teaching. For example, if teachers organize children to do music response games with dance movements, if children have no accumulation of dance movements, they cannot make corresponding movements in the game. Therefore, gamified dance teaching should first accumulate appropriate dance movements and enrich children's dance movement experience. Since there are differences in the movement acceptance and movement accumulation levels of children in different age classes, teachers should choose suitable dance movement contents for children at different ages according to their dance movement experience and acceptability in organizing gamified dance teaching. Thus, teachers should try to conform to the following rules when choosing dance teaching movements for different age classes of large, middle and small children so that children can receive dance teaching in a relaxed and natural psychological atmosphere to better stimulate their playful movement performance.

Guide children to create dance movements in the way of games.

After children have accumulated certain dance movements, teachers need to often mobilize their existing movement experience, using a playful way for children to review the original dance movements they have learned, and create new movements based on their original movement experience. Children need a relaxed and free environment to create new dance movements, and the game approach provides such an environment for children. For example, the use of role play inspires children to create movements. Role play is widely used in dance teaching, and children can carry out role play based on anything or person around them. In role-play games, teachers do not teach all the movements to children one by one, and most of the dance movements are created by children according to the roles they perform, which largely enhances the development of children's dance creation ability in this process and promotes the performance of children's comprehensive dance art. The dance teaching process using role play is generally as follows: before starting the dance teaching activity, the teacher briefly describes the story content and plot of the literary work, and then guides children to select and assign roles, and then starts the activity, and the creation of dance movements is designed by children themselves, and the expression of "lines" in the literary work and The teacher does not strictly regulate the expression and performance of the lines in the literature. The teacher plays an "invisible" leading role in the whole dance teaching, and the creative expression of dance movements is greatly exploited for the children. The organization of this form of dance teaching process requires children to have a rich accumulation of dance movements and begin to have their own unique dance expressions. Children need to have a clear knowledge of the characters in the story and a certain degree of experience in dance movements.

Select appropriate evaluation criteria for dance teaching.

The process of teaching young children dance can be divided into three parts: before, during and after the class, and the evaluation of dance teaching is mainly reflected in the class and after the class. The criteria of evaluation mainly include the performance of children's emotions and feelings in dance teaching and whether they can express their inner feelings and experiences with dance movements, and the degree of children's mastery of dance movements after gamified dance teaching for young children. Each dance teacher and each child has their own individual characteristics, and their concerns, interests, individual ability levels, and existing experiences are different, so it is obviously inappropriate to use the same "yardstick" to measure all children when evaluating dance teaching. This requires teachers to be flexible in design according to their own teaching style and children's actual acceptance, so that dance teaching evaluation can have multi-level evaluation criteria and let the evaluees "go up a level" from their original level.

Create the situation of the game to enhance children's interest in learning.

Creating game situations is based on the situational game teaching of games, and this game theme mainly has two kinds of introduction games and creative dance games, and the difference between these two ways is that the starting point and core point are different, and these two kinds of dance game teaching only focus on different contents, and there is no obvious advantages and disadvantages, teachers can design according to these two ways in the process of creating game situations. Among all the current dance games, there are mainly subject and art and dance themed games, and all children's dance teaching, which are formed on top of dance rules and integrated with other subjects and arts, enhance students' various abilities through teaching, and this themed game conception is a category belonging to the dance theme of creating game situations, and the game rules are formulated according to the dance rules. Combining the physical and mental development characteristics of children with the content of children's dance teaching, choose dance games with fun, mobilize students' curiosity to learn, make students more actively participate in dance teaching, and enhance children's interest in dance learning.

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Discussion on the reform of basic color course in higher vocational colleges

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Abstract

The reform of basic courses of higher vocational advertising should be based on the talent training mode of basic courses of higher technical vocational colleges in China, and should closely follow the characteristics of advertising design and production specialty in its content and form, so as to formulate a curriculum design scheme with the characteristics of basic courses of advertising specialty.This paper explores the basic color course of advertising design and production in higher vocational colleges in Fujian Province.In the context of the development of higher vocational education, changing thinking, strengthening practical teaching and integrating the concept of design education should not only take into account the particularity of the actual students of private vocational colleges, but also pay attention to the study of basic theories and enhance the consciousness of design research and innovation.Through the questionnaire survey of the students majoring in advertising design and production in higher vocational colleges, the ideas of color curriculum reform are deeply explored.

Keywords: Higher vocational colleges, curriculum reform, basic color

Introduction

Research Background

Foreign Research Background

The United States is one of the more advanced countries in design teaching in the world. In 1956, the famous American psychologist Carl Rogers (1902-1987) first put forward the educational concept of "student-centered", which caused a sensation in American educational circles at that time. The World Conference on Higher Education in 1998 reached a consensus on this educational concept. Design Education in American colleges and universities focuses on students, integrates interdisciplinary and interdisciplinary knowledge and resources, and pays attention to the cultivation of practice and innovation ability. Through the participation and production of large projects, guide students to complete the learning of projects through different practical ways, exploration and suggestions. Flexible enlightening and guiding education methods can better inspire students' learning and innovative thinking.

Aristotle, the great philosopher, scientist and educator of ancient Greece, put forward the basic theory of color: in the western world, the development history of color theory has a long history and clear context, which can be traced back to ancient Greece. Their color classification has been handed down for more than 2000 years - from the sixth century to the seventeenth century BC. Therefore, we can see that the color theory of ancient Greece is based on philosophical thought and empiricism. They have strong regional cultural characteristics and strong flavor of religious philosophy.

Background of China Studies

Higher vocational education is a kind of higher vocational school approved by the Ministry of education to cultivate applied technical talents. Higher vocational advertising design majors take graphic design as the main direction, and the color teaching of advertising graphic design specialty has a short history in China, and the amount of teaching hours is small. After all, the color teaching of advertising design specialty is not equal to the color teaching of painting specialty in undergraduate education, which leads to students' limited energy and time in painting training. Secondly, the relatively single sketching method in the teaching process is difficult to stimulate the color learning enthusiasm and creativity of "zero foundation" students of advertising design, and it is difficult to connect with the subsequent design courses. In addition, the popularization of computer technology has a certain impact on the color teaching characterized by hand-painted performance.
As early as the spring and Autumn period, Confucius once said in the Analects of Confucius. The village party that "a gentleman does not adorn himself with cyan, and red and purple do not regard it as obscene clothing"; Sheikh of the Southern Qi Dynasty also mentioned "color with class" in the six Dharma theory, which reflects that the ancient Chinese began to study the use of color from a very early time. Nevertheless, as a subject concept, the word "colorology" was introduced into China in the early 20th century, just like western loanwords such as "art", "Aesthetics" and "pattern" (Yang, 2019).

Research Problems

It is a difficult problem for teachers in higher vocational colleges to change the training of non-professional students into professional students engaged in advertising design in the limited time.How to reconstruct the curriculum and change the teaching method of the basic curriculum is a key point to be achieved in the reform of the basic curriculum of the design of related majors in higher vocational colleges. Through the course practice teaching, we summarize some current situations:

1. Students passively accept the learning mode of color works copying;

2. Attach importance to color sketchings and ignore the expression of zero-basis students' subjective color design language;
3. The single classroom teaching mode does not pay attention to the diversified practice of students.

Objective of the study

The designer who needs to be trained in the advertising design major of higher vocational colleges is a kind of highly skilled applied talents, aiming at training advertising designers. The problems to be solved are the problems existing in the design thinking and design consciousness of non-art students.Therefore, color teaching not only requires the sense of "modeling" in the traditional painting sense, but also needs the sense of "design".Color as a basic specialized course can not only help students to in-depth study of color, also can provide students with further analysis and refactoring training, in the process of color changes get rational thinking and creative thinking, so the base color of classroom teaching must be targeted to training students' initiative to express color,So that students can freely use and design practice.It can also be said that it is a kind of cultivation of innovative thinking ability, and the traditional color teaching method is not suitable for it, so the teaching content and methods need to be reformed.

Scope of the study

1. Reform of color course in basic courses of advertising specialty. As saied by Yan (2017), the basic color course is not a dry theory teaching and a single work copy.For example, under the influence of the old Soviet system, the "three elements of color" theory lacks the concepts of cold and warm, texture and so on in the application of color, which obviously cannot meet the needs of basic color in the design development of the new era.It can be seen that the curriculum structure is seriously out of step with the needs of industry development in the new era.In the old course, gouache painting tools run through the whole color practice. This practice can effectively improve students' expression of objective objects in a short time, but at the same time, it greatly restricts the development of students' color imagination and cannot meet the requirements in the new field of color design.

2. Cultivate students' color perception. Psychologist Russell Fostantig once said, "Color serves as a hint, a condensed message that contains meaning."Students majoring in advertising design in higher vocational colleges have a relatively weak foundation of color art. Observing objective things and objects is the first step to perceive the color of things. Most students only stay in observation, ignoring refinement, summary and innovation.Therefore, it is particularly important to cultivate students' ability to reflect the color impression observed in the vision by means of screening, sorting and refining, which is an effective link to the core courses of the subsequent major.

3. Train students to express color design language. Color language is an important part of design, vocational college students do not know enough about the character of color, color language and the use of color language and other aspects show great defects, which leads to the decline of students' subjective initiative, so the use of diversified teaching means, fully tap the creative potential of students."Student-centered" broadens students' learning environment and independent learning mode. Different from the training and expansion of traditional color design, "student-centered" can create with the imagination brought by Chinese culture poetry, text materials and music rhythm,as said by Yan (2017), in addition to the traditional means directly derived from painting.This kind of design topic based on the guiding ideology is helpful for students to exercise creative thinking and understand color and artistic expression deeply by analogy.

Research significance

Basic color is a basic course of art aesthetics besides the foundation of space modeling, and its importance is self-evident.The improvement of color ability and cognitive sensitivity is very important to the basic aesthetic ability, and the status of advertising design and production can not be underestimated.However, through sorting out the teaching of the basic color course of advertising design in various higher vocational colleges, it is found that there are many outdated old ideas and habits in the teaching of color course and the use of teaching materials. Only by breaking through the existing old system and carrying out bold innovation and reform, can students completely break the dilemma of "how to design" and "do not understand design".

Theoretical framework

1. "People-oriented" and "student-oriented" are the starting points of curriculum reform.The traditional teaching mode has always adopted the demonstration method in teaching the basic theory of color, focusing on the teacher's painting demonstration, teaching theory to students only, ignoring students' perceptual cognition of color, blindly copying works and losing their individual expression of color.In learning a certain skill, therefore, at the same time, students should be encouraged to analyze its colour is applied more way, summarize the regular use of color painting, through their own understanding of the work to come up with a own colour language, encourage students to use new materials and different ways of painting, should not be limited to the gouache painting tools and conventional ways of still life is put.

2. The new open curriculum view is the inevitable choice to construct the modern curriculum system.Through the course teaching of color design, it is not difficult to find that students have a strong dependence on color copying, and even show a strong color perception when copying, but in the transition to color creation, they show a state of "learning is useless".For example: in the old teaching topic creation, draw the colors of spring, summer, autumn and winter. Such topic can be completed in the classroom, but the students form conceptual thinking, which is not conducive to inspiring multi-angle creative thinking.Therefore,

in the course creation process, we should guide students to analyze the topic from multiple perspectives, express the topic in a variety of ways, open the classroom teaching environment, walk into nature, analyze and think from different macro and micro perspectives, and then create the topic.

3. Democratization is the solid foundation for building a new teacher-student relationship and curriculum management system.In the old physique class, teachers always teach basic theories on the platform, and they have a greater right to decide the arrangement, scope and learning method of the subject, and their participation in the subject is not high.In the democratic classroom system, teachers should go into student groups and discuss and research with students as participants.Fully participate in the student group, more can sum up the teaching method, teaching reflection.

Hypotheses

1. Respect the expression of students' personality color, which can motivate students' learning enthusiasm.

2. It can effectively improve students' understanding of color personality by guiding students to analyze the color of the copy.

3. Students' color application skills cannot be improved effectively through a large number of color template copying.

4. By walking into nature, macro and micro observation, students can acquire more color expression methods.

5. Democratizing the right to decide the subject, broadening the direction of students' choice and entering into the student community to participate in the subject research can effectively improve the relationship between teachers and students.

Literature Review

The purpose of color teaching includes that when a designer is facing the natural form, he should not only know how to deal with the problems of composition, picture space and picture color, but also reflect how to observe, think and express himself.As saied by Chen (2011), color teaching is not only a copy of natural colors, but also trains students to pull colors out of nature, recombine and match colors, and give play to their understanding of color theory and grasp personal consciousness and active consciousness.

In the late 17th century, Newton used a three-shuttle mirror to divide the sun's white light into different color wavelengths, which are fan-shaped, hence the "Spectrum." In 1704, Newton published his book "Optics". He defined the colors of the spectrum as "purple, indigo, blue, green, yellow, orange and red" and arranged them in a closed ring according to the order in which the colors appeared in the spectrum and the rainbow. This is the origin of the color ring that is still used today.From the color ring, we can see that the relationship between adjacent colors is based on color, rather than only brightness and shade. Since then, the understanding of color has officially left the black-and-white light and shade color and entered the real exploration stage.At present, the theoretical system of light and color in impressionism is widely used in color teaching in colleges and universities. These theoretical knowledge points can only be observed and identified through daily sketching and creation, so as to obtain clear theoretical cognition (Chen, 2011).

Learning color to master the summary, to simplify, the organization of learning methods.The author thinks to abecedent character, a few points are the key that learns good colour:

1.Feel first, conceive again.

2.Learn to rationally analyze the causes of color and the relationship between various colors.

3.To copy the classic works of masters, learn to analyze the law of color expression in the classic works.

4.To summarize, organize, refine color.

This paper analyzes the currently most abandon traditional painting color art design colleges training mode in the color design of the course learning inefficiencies, discuss training carried out in accordance with the law of color of color teaching reform, puts forward a set of progressive, effective teaching and training ideas, and demonstrates the role and the professional curriculum reform to the designer of timeliness (Zhang, 2014).

Through the correspondence between the training of traditional color teaching methods and students' learning results, the author summarizes the disadvantages of traditional color training from the learning situation of most students through the actual teaching effect, which can not effectively connect the logical relationship between color design and color knowledge in the following courses. Zhang (2014) concluded the following: color design is the designer using the application law of color and the personal experience, to imagine and make reasonable arrangement of design project process, sex is final design project with consumers, the goal is through designer colors in the natural language expression way to design a product to market successfully.The ultimate goal of color design course is the application of color, and the embodiment of application ability is to learn color collocation in the design major.Therefore, the learning purpose of this course reform is to provide students with instant effective color working rules (Zhang, 2014).

This paper carries on the targeted reform setting for the course content of color design. On the basis of the perceptual understanding of color, master the law of color, and achieve the effective improvement of color collocation through the training of specific design projects.Students can design the color matching scheme according to the design project characteristics, and produce a reasonable color matching effect, and has a good aesthetic.

In this paper, based on art design course as the main content and the teaching reform, this paper expounds the under the environment of higher vocational education, to change thinking, strengthen practical teaching, integration design concept of education, not only carry forward the national culture spirit, and understand the cultural diversity, the teaching should not only pay attention to the theory of knowledge, and to improve the design of innovative consciousness (Jiang, 2012).

The essence of design is ultimately to serve the public, so how to better connect the basic courses with the needs of subsequent courses and posts is worth thinking about.The author believes that only by soberly recognizing the changing needs of the industry in the new era can we formulate a reasonable curriculum.This paper focuses on the effective connection between basic courses and subsequent professional courses to carry out research and guide the development of creative direction is the fundamental direction of design basic education.By combining the practicability, practicability and experience of the course, we set up the teaching content structure, emphasize the students' learning enthusiasm and change the passive learning into active learning. The most fundamental measure is openness in the course learning process.Such as: some common but ignored objects;Comparison of materials with different textures;Some sense of abstraction and so on (Jiang, 2012).

As saied by Zhang (2014), the ultimate training goal of art education courses is designers rather than copyists. Designers should have flexible minds and creative thinking, rather than repetitive labor artisans who blindly visualize and imagine other people's ideas.In the art education of higher vocational colleges, it may not be able to achieve the remarkable effect of aesthetic quality education in a short time, but it can affect the design thinking and development direction of students' career, which is the treasure wealth to support their career development.

Finding and Conclusion

Students passively accept the learning mode of color worksscopying: in the classroom mode of old course teaching, copying templates as a routine operation of course learning has seriously damaged students' creative thinking and expression mode. They analyze the subject from multiple angles and express the subject in various ways.For example: guide the students to effectively analyze the template color collocation rules, why the author chose this kind of color?What is the tone of the picture?After copying the model, students are required to make a color table to describe the color language expressed by the author and extend it to the actual color matching project. Only in this way can students effectively improve their ability and apply what they have learned.

Attach importance to color sketching and ignore the expression of zero-based students' subjective color design language: Based on sketching, cultivate the formation of subjective color, focus on guiding students to sort out and develop their intuitive experience of natural color, and realize the accumulation of color experience and the improvement of color aesthetics.Should not pay too much attention to a single painting tools and performance techniques, the use of a variety of materials for color learning and summary.The comprehensive use of different painting materials and techniques is conducive to finding students' artistic creation potential, and to effectively improve students' subjective color design language expression.

A single classroom teaching does not pay attention to the diversity of students practice: in base colour learning course, administration shall be limited to the classroom space, it no longer is practical on a diversified, open classroom teaching environment, walk into nature, analysis and thinking from macro and micro perspectives, focusing on open issues of democratic choice, encourage students to multiple perspectives to collect color, such as:Guide the students to analyze their favorite colors and make a color chart.Through the color table to collect the same color and different materials, and then create the project.

Recommendation

In short, the color course of advertising design major in higher vocational colleges is a complex and systematic project.In the digital era, with the continuous renewal of new technologies and new concepts, the teaching objectives of basic color courses for design majors are also being constantly improved and perfected.Changing the traditional color teaching mode, using the new color course teaching to meet the needs of advertising design major.As a professional teacher in higher vocational colleges, I should teach students in accordance with their aptitude according to their different professional characteristics, keep pace with The Times and constantly explore new methods.Guide students to understand the color principle, feel the color change, refine the color, improve the artistic cultivation and aesthetic ability, and lay a solid foundation for the future study of related design courses

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Analysis on international entrepreneurial Strategy of Chinese private enterprises

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Abstract

This paper takes China's private enterprises as the research object, and makes an in-depth and systematic analysis of their international entrepreneurial strategies. In private enterprises in China international business related research achievements were summarized, the study of international entrepreneurship theory, investigation and analysis about the present situation of international business and domestic and foreign literature reading, on the basis of private enterprises in our country are analyzed the influence factors of international business strategy choice, study and put forward the suitable for our country private enterprise's international business strategy selection method. Then, it studies the export-oriented strategy, contractual strategy and investment strategy of China's private enterprises. On this basis, the risk management of China's private enterprises implementing international entrepreneurship strategy is quantitatively studied, and the measurement model of private enterprises' international entrepreneurship risk is constructed. Finally, it makes an empirical analysis of the international entrepreneurship strategy of private enterprises in China, and makes a case study of the international entrepreneurship of domestic enterprises. It is innovative and has theoretical and practical value.

Keywords: Private enterprise, International entrepreneurship, Strategic choice, Risk management.

Introduction

Research Background

A fundamental change is taking place in the world economy. "We are moving away from a world of relative isolation among national economies because of barriers to cross-border trade and investment, because of distance, time zones and languages, and because of differences in government regulation, culture and enterprise systems. We are moving towards a world in which national economies are integrated into an interdependent global economic system, often referred to as globalization ". Economic globalization has become an irresistible trend. It is a living reality that every country, organization, enterprise and individual must face. The American scholar John H. Dunning famously said, "Barring natural and man-made disasters, the globalization of economic activities cannot be reversed." For all countries and enterprises, economic globalization is a "double-edged sword", not only the developed countries are the winners of globalization. Both developed and developing countries will face opportunities and challenges. "In fact, in recent years, developed countries such as the US, Japan and Europe have also faced many difficulties and problems in the process of economic globalization, while many developing countries such as China and India have developed rapidly in the process of globalization. Some multinationals have risen rapidly with globalisation, while others have collapsed. When Domestic companies compete on price, entrepreneurs seem to forget about economic globalization and joining the WTO. Globalisation leaves us with only two options: either the multinationals come in and beat us, or we go out and fight them. It is urgent for Chinese enterprises to implement their internationalization strategy." Therefore, how to adapt to the new situation of economic globalization, make corresponding adjustment and innovation in the development strategy and business model, develop strengths and circumvent weaknesses, attract advantages and circumvent disadvantages, is the common subject that all countries and enterprises cannot avoid. "Internationalization strategy has actually become an extremely important part of enterprise strategy". "It is an important way for Chinese enterprises to go global and actively participate in the international industrial division of labor to develop and strengthen themselves."Compared with foreign enterprises, Chinese private enterprises have a lower starting point and poor overall competitiveness in international operation. In the complicated and complicated international competition, China's private enterprises are often helpless. Due to the actual situation of our country, private enterprises are almost completely exposed to the international market competition. Therefore, how to make our country private enterprises try to avoid risks in the process of international business, the right way, how to combine the present stage of our country's actual market cultivation condition, find a suitable for our country private enterprise characteristic of international entrepreneurship, is suspends in front of the theoretical circle, corporate, government is a very important topic.

Due to the lack of internal and external resources of private enterprises in China, there are many internal and external factors that affect their international entrepreneurship. Therefore, to find out the problems and key constraints affecting the international entrepreneurship of private enterprises, according to the internal and external environment of Private enterprises in China, referring to the existing enterprise internationalization theory, to provide practical guidance for the international entrepreneurship of private enterprises, is the fundamental intention of this paper based on empirical research. At present, the domestic research on the theory and practice of enterprise internationalization is developing in depth, and has achieved gratifying research results, which has played a great role in guiding Chinese enterprises to participate in international entrepreneurship. However, from the perspective of private enterprises, there are few monographs and articles on theoretical and empirical research on the characteristics of private enterprises and their international entrepreneurial strategies in the new century, new period, new environment and new conditions.

Based on the above considerations, the author analyzes the current situation of international entrepreneurship of private enterprises in China and finds out the main problems in international entrepreneurship of private enterprises on the basis of a questionnaire survey of senior managers of private enterprises, combined with theoretical and literature research. It systematically studies the selection methods of private enterprises' international entrepreneurship strategy, the export-oriented strategy, the contractual strategy and the investment-oriented strategy in the process of international entrepreneurship, and the risk management in the process of international entrepreneurship of Private enterprises in China. Combined with empirical analysis and case study, it puts forward the implementation countermeasures of international entrepreneurship of private enterprises in China. It provides practical guidance for the implementation of international entrepreneurial strategy of private enterprises in China.

Himself in a large state-owned enterprise and private enterprise group engaged in the operation and management work, to Europe, America and other countries and regions during the business trip, have participated in many foreign joint venture cooperation negotiations and project operation, especially in business and private enterprises engaged in management decision makers for six years, the private enterprise of international entrepreneurship theory research and practical operation. In addition, there is a lack of research results on international entrepreneurship of Chinese private enterprises at home and abroad. I teach international business management and related courses in my teaching, and conduct research on international entrepreneurship of private enterprises. At the same time, this research is also the research content of jilin University social Science excellent project. Therefore, taking the international entrepreneurial strategy of private enterprises as the research topic of my doctoral thesis, I will systematically analyze and study the international entrepreneurial strategy of private enterprises. The results are of great benefit not only to the improvement of my work level, but also to guide the international entrepreneurial practice of private enterprises.

Research Problems

Based on the background of economic globalization and closely following the changes in the operating environment of Private enterprises in China, this paper analyzes the status quo, motivation and problems of international entrepreneurship of private enterprises, focusing on the selection method, export-oriented strategy, contractual strategy and investment-oriented strategy of international entrepreneurship of private enterprises in China. It also studies the risk management in the process of international entrepreneurship of private enterprises in China. In the research process, we will always follow the principles of scientific, targeted, practical and operable, adhere to the scientific concept of development, emancipate the mind, bold innovation.

Objective of the Study

To provide theoretical, practical models and relevant guidance for Chinese private enterprises that are implementing international entrepreneurship how to finally achieve success and obtain lasting international entrepreneurship ability.

To provide a series of suggestions with great reference value for Chinese private enterprises planning to implement international entrepreneurship. The international entrepreneurship of private enterprises in China has its own unique characteristics and paths, whether compared with the internationalization of state-owned enterprises or the internationalization development process of foreign multinational corporations. At the same time, the business without borders, global competition era, changing the management circumstance of the enterprise, not only for the private enterprise operation and management level is put forward more, newer, higher demands, but also for private enterprises international entrepreneurship mode according to the change of the situation in a timely manner necessary, timely and effective adjustment, this article will systematically research in these areas.

To provide policy suggestions for the Chinese government to support and guide private enterprises to carry out international entrepreneurship and to construct an institutional system for private enterprises to carry out international entrepreneurship.

Provide guidance for risk identification, prevention and management of private enterprises in the process of international entrepreneurship.theory and practical method to analyze the AD company's international business strategy, qualitative analysis and quantitative analysis combine with data to demonstrate relevant theories, a full range of research with a focus on research, the combination of the comprehensive research on the basis of the basic theory of international business concluded that through the analysis to provide reference for other communication equipment manufacturing enterprises.

Scope of the Study

In the concrete research will use theoretical analysis, empirical analysis and case analysis, typical analysis combined with system analysis, combining qualitative analysis and quantitative analysis, static analysis and dynamic analysis, integrated with abstract methods, the combination of inductive and deductive methods such as the combination of research methods, closely combining the reality of our country private enterprise, This paper analyzes the theoretical basis of international entrepreneurship of private enterprises in China and puts forward the strategy selection method of international entrepreneurship of private enterprises in China. In the analysis process, the author uses the survey data and relevant statistical data about the international entrepreneurship of private enterprises, and tries to make the research results comprehensive, profound and persuasive. In this paper, adhere to the combination of macro and micro, with emphasis on the microscopic analysis, research methods, to private enterprises, international business and its model defined as the breakthrough point, to private enterprises international strategic choice method, international venture investment strategy of private enterprises and private enterprises risk management as the research focus in international business strategy implementation. In addition, the research of this paper will absorb the latest research results on private enterprises, enterprise internationalization, enterprise development and competitive strategy.

Research Significance

It is conducive to promoting the simultaneous development of institutional innovation and management innovation of private enterprises.

With the establishment of the company system in China, enterprises have become the main body of the market, profit and loss, investment and management, and the operation mechanism has undergone fundamental changes. Especially after China's accession to WTO, the management thought of private enterprises must adapt to the needs of market economy, adapt to the characteristics of intensive management, adapt to the requirements of international common practice; In the management content must carry on the innovation practice comprehensively. Among them, the research and development of international entrepreneurial strategy of private enterprises is one of the most important topics of this innovation activity. Planned to develop private enterprises gradually formulated and implemented activities of international business strategy, to standardize the system of the private enterprise, regulations, standards and behavior, can make the private enterprise system innovation advantage to form a powerful force, and continuously push forward vitality to private enterprises and private enterprise international competitiveness.

It is conducive to the diversification, scale and internationalization of private enterprises， The international entrepreneurship of private enterprises means that all their assets change from physical, stock and closed to value, monetization, securitization and socialization in a wider range of the world. Therefore, how to manage their own assets, it has become an urgent issue placed in front of each private enterprise. Implement international entrepreneurship strategy, adjust industrial structure and product structure through the flow, combination and adjustment of transnational capital; In addition, the parent-subsidiary company system can be implemented through capital control, merger, acquisition, lease and trusteeship, so as to exert the transnational control effect of capital and form the advantage of asset scale. The third is to strengthen the international competitiveness of private enterprises through international entrepreneurship, so as to form the advantage of international capital management.

It is conducive to the expansion and development of private enterprises, Developing and expanding through international entrepreneurship is the classic way for many famous foreign enterprises to succeed. International entrepreneurship of China's private enterprises has quietly emerged, such as export entry mode, contract entry mode, investment entry mode to carry out international entrepreneurship of private enterprises have a certain number, some of them have considerable development, for private enterprises to use the international market to expand and expand to provide a broader world.

It is beneficial to understand and master the internal mechanism of international entrepreneurship strategy of private enterprises, adhere to the scientific concept of development and avoid blindly engaging in international entrepreneurship， In recent years, the concept of internationalization is very fashionable, forming a boom in the private business community. Some private entrepreneurs believe that when an enterprise has developed to a certain extent, has a certain scale and has certain basic conditions, it should engage in international entrepreneurship activities. It seems that if it does not engage in international entrepreneurship, it will not keep up with the situation, that is, it will lose the opportunity to make big money if it does not have the ability or ability to understand the changes in the economic situation. Some private enterprises have the international business as an independent business, even in blindly, in favour of transnational investment, overseas listing, such as business, invest huge did not succeed, some companies through mergers and acquisitions some overseas garbage, the well-liked, disdainful of enterprise scale, ignored, weakening or even give up their domestic main business was good at. Some enterprises disregard their own objective reality and possibility, blindly carry out international entrepreneurship, so that the enterprise is paralyzed and unable to extricate themselves, from profit to loss, resulting in the bankruptcy of private enterprises is also common. Only by clearly grasping and flexibly applying the meaning, strategy and operation mechanism of international entrepreneurship and adhering to the scientific development concept, can we achieve greater success.

The research on the international entrepreneurial strategy of Private enterprises in China involves many disciplines, from Marxist economics to western economics, from macro to micro, from static to dynamic, with a large span of disciplines and great difficulty. In China, the research on the international entrepreneurship of private enterprises is both late and little. On the whole, there are more macro research, less micro research, more phenomenon explanation and less theoretical analysis. At present, the research on international entrepreneurship of private enterprises in China is still a weak link in the theoretical circle, and the rapid development of international entrepreneurship of private enterprises in China, cou pled with the successful practice and good situation of international entrepreneurship of private enterprises, objectively requires us to interpret and guide with new theories. This paper's exploration in this aspect will also play a positive role in the international entrepreneurship of China's private enterprises and the "going out" strategy being promoted in China.

Literatures Review

Oviatt and Mcdougall (1994) In Toward a Theory of International New,published in Journal of International Business Studies Ventures has important theoretical significance for the development of international entrepreneurship.

Mc Dougall (1989) was the first to put forward the concept of international entrepreneurship. He believed that international entrepreneurship is the behavior of international start-ups to carry out international business at the beginning of their establishment, and they quickly reach the international market. However, it is one-sided to define the connotation of international entrepreneurship only as international new ventures.

Zahra and Garvis (2000) believe that international entrepreneurship is an entrepreneurial behavior carried out by enterprises when they implement internationalization strategy. Such behavior generally has certain risks, and such risks show different characteristics with the age and development stage of enterprises. With the deepening of international entrepreneurship research, the research of international entrepreneurship with opportunity identification as the breakthrough point has gradually become the focus of academic attention.

Shane and Venkatarman (2000) defined entrepreneurship and pointed out that the behavioral characteristics of entrepreneurs are influenced by the environment and show different ability to identi fy opportunities with different environments. Their definition mainly consists of two concepts: opportunity and entrepreneur

Mc Dougall and Oviatt (2000) define international entrepreneurship as value creation behavior, which they believe is an organic integration of innovation, initiative and risk-taking. This definition of international entrepreneurship includes three different levels of behavior, which pushes international entrepreneurship to the level of corporate entrepreneurship.

Zahra and Shaker (2014) define international entrepreneurship as "the creation of new businesses, models, and value creation solutions that identify, form, evaluate, and develop opportunities across national boundaries, including economic, social, and environmental".

Research Methodology

Admiral in the concrete research methods using theoretical analysis, empirical analysis and case analysis, typical analysis combined with system analysis, combining qualitative analysis and quantitative analysis, static analysis and dynamic analysis, the combination of comprehensive and abstract methods, the combination of inductive and deductive methods such as the combination of research methods, closely combining the reality of our country private enterprise, This paper analyzes the theoretical basis of international entrepreneurship of private enterprises in China and puts forward the strategy selection method of international entrepreneurship of private enterprises in China. In the analysis process, the author uses the survey data and relevant statistical data about the international entrepreneurship of private enterprises, and tries to make the research results comprehensive, profound and persuasive. In this paper, adhere to the combination of macro and micro, with emphasis on the microscopic analysis, research methods, to private enterprises, international business and its model defined as the breakthrough point, to private enterprises international business strategy selection method, private enterprises international venture investment strategy and risk management in international business strategy implementation for private enterprises. In addition, the research of this paper will absorb the latest research results on private enterprises, enterprise internationalization, enterprise development and competitive strategy.

Finding and Conclusion

This paper creatively summarizes the relevant research results of international entrepreneurial strategy of private enterprises, summarizes and summarizes the research progress of international entrepreneurial strategy of private enterprises, and gives an evaluation of the corresponding research status. The review of the research status is mainly carried out from four aspects, including international entrepreneurship research review, private enterprises related research status and review, transnational business strategy research status and review, private enterprises transnational development strategy research status and review; On this basis, a brief evaluation of the existing research results is made.

The internationalization of private enterprises is studied from the perspective of international entrepreneurship. The formulation and implementation of the international entrepreneurial strategy of private enterprises can be used to analyze the international business activities of enterprises in developing countries. The research of this paper can provide valuable guidance for international entrepreneurship of private enterprises. In the analysis process, the author uses the survey data and relevant statistical data about the international entrepreneurship of private enterprises, and tries to make the research results comprehensive, profound and persuasive. However, as far as the theory itself is concerned, there is still some room for debate. By integrating the theoretical knowledge of technical economics, international entrepreneurship, international management, enterprise strategic management, international business management, international trade, international finance, international business environment analysis and so on, this paper studies the international entrepreneurship strategy of private enterprises. Analysis of globalization, global trade and investment environment, the global financial system, strategy and structure of the multinational companies, as well as the import and export, product research and development, production, marketing, human resource management, accounting and financial management of enterprise operation level of applying the theory of international business to private enterprises international business strategy formulation and implementation level, Forward-looking, systematic and innovative.

Based on the mechanism of international entrepreneurial environment and suitable conditions, the method of choosing international entrepreneurial strategy of private enterprises is proposed, and the management model of international entrepreneurial strategy of private enterprises is constructed. Private enterprises in China international business environment, the key factors from its international business (internal and external factors) analysis, combining with the characteristics of private enterprise of international business, international business strategy, innovative research to the international business strategy choice method of private enterprises, private enterprises international business strategic management model is put forward and the corresponding management and control scheme.

This paper systematically and deeply studies the export-oriented strategy, contractual strategy and investment strategy of China's private enterprises. From the perspective of international entrepreneurship, the characteristics, key factors, applicable conditions and scope of the three entrepreneurial models are comparatively studied. It lays the theoretical foundation and operation guide for Chinese private enterprises to formulate and implement international entrepreneurship strategy.

The risk management of private enterprises in the process of international entrepreneurship is deeply studied. Using analytic hierarchy process, this paper analyzes many risks that enterprises may face in the process of international entrepreneurship, and uses Monte Carlo simulation to simulate the economic risks in the process of international entrepreneurship of private enterprises. Then to risk management as the goal, to build international business and identify the risk measure model of the whole process, finally, the risk intensity of fuzzy density, integrated all kinds of international business risk factors, measure of international private enterprises undertaking all kinds of risks of overall risk intensity, and international business risk control and prevention measures are put forward.

From the perspective of international entrepreneurship, this paper makes an empirical analysis on the international entrepreneurship of private enterprises in China, and verifies the relevant theories and methods of international entrepreneurship in this paper through a case study of domestic enterprises. Through field and network questionnaire survey, valid data questionnaire is obtained, which forms the basis of empirical research on international entrepreneurship and points out the successful road of international entrepreneurship for reference.

Recommendation

Conduct This paper reviews the existing theories of transnational operation and international entrepreneurship, and puts forward the strategies to support the international entrepreneurship of private enterprises in China. It also studies the methods to choose the international entrepreneurship strategy of private enterprises in China and the risks of implementing the international entrepreneurship strategy of private enterprises in China, and obtains some research results. However, the international entrepreneurial activities of private enterprises are a complex and systematic behavior. Due to the limitations of data, time and individual level, there are many deficiencies in the research on the existing problems. At the same time, there are still many problems to be further studied, which will mainly focus on the following aspects.

In-depth quantitative research on key influencing factors of international entrepreneurship of Private enterprises in China.

The reliability, feasibility and practicability of the international entrepreneurial strategy of private enterprises proposed in this paper need to be tested by a large number of empirical cases. At present, there are not many private enterprises conducting international entrepreneurship in China, and the implementation of the strategy needs time test, so this needs to be studied and improved in the future research work.

From the current situation of international entrepreneurship of Private enterprises in China, there is still a big gap between the structure, connotation and mechanism of corporate governance and international practices, or the "international difference" is very large, which is not commensurate with the mission and task of international entrepreneurship development undertaken by private enterprises. Therefore, what kind of corporate internal governance structure is conducive to the implementation of international entrepreneurship strategy by private enterprises will also be a major issue for further research.

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Research on brand management strategy of Chinese local enterprises based on value Perspective

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Abstract

With the advent of the digital economy era, the competition in domestic and foreign markets is becoming increasingly fierce. Enterprises must implement sustainable development strategies and enhance their core competitiveness if they want to maintain long-term competitive advantages and gain continuous recognition from consumers and customers. Brand conveys the business philosophy, corporate culture, corporate values and attitudes to consumers. Consumers are paying more and more attention to brand value when making purchase decisions. Therefore, the implementation of brand development strategy is the only way for enterprises.

Based on the theory of brand management and enterprise development strategy theory and related research at home and abroad on the basis of the theory with practice, using literature analysis method, analyzes the present situation of the current Chinese enterprise brand management, summarized the experiences and lessons in the process of enterprise brand management, found that Chinese enterprises brand management problems that exist in the process and analyze the reason, Explore the effective development mode of enterprise brand management.

Keywords: brand management, value promotion, competitive advantage

Introduction

Research Background

The competition between enterprises has evolved into a higher stage of competition, that is, the competition of brands. The unique brand logo is the enterprise's products and services, it is the external image of product quality and service standards, is the most direct way for consumers to contact products. Enterprises can use brand activities to enhance social awareness and gain the recognition of consumers, so as to improve their competitiveness in the global market. In brand Supremacy -- Creating Ultimate Value with Integrated

Marketing, Sandra Moriarty and Tom Duncan fully affirmed the importance of brand, and believed that enterprises should pay attention to the building of brand relationship and should increase investment to maintain brand relationship. The book also conveys the view that integrated marketing is an ongoing process involving the shaping of core competencies, the construction of compensation systems and the determination of corporate goals, as well as the establishment of a data management system that can trace autonomous marketing plans, strategic coherence, brand messages and consumer transactions.

Therefore, If Chinese enterprises want to gain competitive advantages in the global market, they must establish brand awareness and build their own brand image. At present, most of the brands of Chinese enterprises are in the stage of extensive development. Many brands may enjoy a good reputation for a while, but few of them can occupy a certain position in the international market for a long time. Without their own characteristics, brands will be eliminated by the market, which directly leads to the lack of influential "world-class" brands in China.

Yuan Shaofeng (2019) believes that implementing the brand-oriented development mode at the enterprise level is the key way to achieve the strategic goal of becoming a quality power at the macro level. Feng Xiaoqing (2015) believes that brand is the overall image of an enterprise and its products and services in the eyes of customers. Brand building is the best strategic choice to improve the development level of the company, and it is also the indispensable business means and the only way for the company to gain advantages in the market competition. The company's brand construction should attach great importance to the implementation of brand strategy, especially in the brand positioning, image, marketing and promotion, and at the same time use the function and protection of intellectual property system to support the implementation of the company's brand development strategy with innovative products and new markets.

It is imperative to study the brand management strategy of Chinese enterprises whether from the perspective of the intensity of market competition or the need of the healthy development of national economy.

Research Problems

This paper mainly focuses on two aspects: one is the recognition of brand value. Through the analysis of domestic and foreign research literature, this paper explores scholars' cognition of brand value and understands the real connotation of brand. Second, explore the brand management strategies of Chinese SMES, so as to enhance the market competitiveness of Chinese enterprises' products and services, seek differentiated market positioning, improve the quality of products and services, and maintain and maintain long-term sustainable competitive advantages.

Objective of the Study

In this paper, starting from the reality of Chinese enterprises, foreign enterprises brand management theory and method of the current environmental analysis the advantages and disadvantages of China the enterprise brand management, clear bright spot existing in Chinese enterprises in the brand management process and disadvantages, on the basis of making Chinese enterprise brand management safeguard measures, forming a set of effective measures of development, It provides theoretical support for promoting the steady development of Brand management strategy of Chinese enterprises. This paper provides suggestions and opinions for the development of enterprise brand management, at the same time, multi-angle, all-round, multi-level analysis of The brand management strategy of Chinese enterprises, put forward feasible suggestions for enterprise brand management, and make some beneficial exploration for the development of enterprise brand management.

Scope of the Study

The research object of this paper is Chinese enterprises, mainly focusing on the enterprises providing products and services in the Chinese consumer market, and studying the brand management strategies of Chinese enterprises. Focus on how Chinese enterprises position their brands, enhance brand value, and continue to develop multi-brand strategies.

Research Significance

From daily necessities to leisure and entertainment to large goods such as cars and houses, the first thing people think of when buying consumer goods is the brand of the goods, and the brand concept has penetrated into People's Daily life. Brand is a symbol of quality, it can create a trust link for customers and the manufacturer behind the product, global brand has become the main trend of market development.

Theoretical Significance

Brand management is a series of activities with brand positioning, brand design, brand marketing, brand protection and expansion as the main means. China's brand management research started late, lagging behind the western business and theoretical circles. By studying the brand management strategy of Chinese enterprises, this paper can enrich and expand the original brand management theory, and is also conducive to the construction and improvement of the theoretical system of brand management.

The practical significance

Domestic and foreign scholars have carried out in-depth research on the brand value theory, and there are some achievements of reference significance for the improvement of enterprise brand value, which provides a solid foundation for this study. However, the existing literature on the improvement of brand value of private local enterprises is relatively few, which leaves space for this study. Through the analysis of Chinese enterprises' development examples, this paper summarizes the system theory suitable for Chinese enterprises' brand management strategy, which enricifies the theoretical system of enterprise brand development and has far-reaching practical significance. In order to expand foreign markets and adapt to international business rules, enterprises attach more importance to learning foreign advanced management theories and combining local advanced concepts to create business models and management practices suitable for Chinese enterprises and promote the global development of Chinese brands. This has not only become the basis for leading Chinese enterprises to become bigger and stronger, but also become the basis for Chinese enterprises to move towards innovative practices and sustainable development.

Theoretical Framework

This paper mainly includes four parts, the first part introduces the purpose and significance of this research, as well as related theories and literature review. The second part analyzes some cases of Brand management of Chinese enterprises. The third part introduces the problems existing in brand management of Chinese enterprises, the optimization measures of brand management and the safeguard measures of brand management. The fourth part introduces the suggestions and future research directions of this paper.

Hypotheses

Hypothesis 1: Brand management strategy is a process that can be continuously learned and improved.

Hypothesis 2: The higher the brand value, the stronger the competitive advantage of the enterprise.

Literature Review

Research on brand definition

Brand is a kind of identification mark, a spiritual symbol, a value concept, is the core embodiment of excellent quality. The process of cultivating and creating a brand is also a process of continuous innovation. With the power of innovation, we can remain invincible in the fierce competition, then consolidate the original brand assets, and participate in the competition at multiple levels, from multiple perspectives and in multiple fields.

Marketing master Philip Kotler once elaborated the connotation of brand systematically, pointing out that brand is a pattern, symbol, mark, term or name, or its combination, which is used to reflect the difference between service or product and other competitors in the market, and give a deep impression to consumer groups. In the opinion of Lynn B. Upshaw (1995), a famous scholar, brand mainly refers to a means to reflect the differentiated characteristics of services or products in the market through special marks, logos or names. In addition, Lynn B. Upshaw (1995) innovatively conducted a systematic study on brand characteristics from the perspective of brand visibility and pointed out that most of consumers' views on a certain service or product come from their understanding of the brand. In other words, brand reflects consumers' performance on service or product personality, sales policy and other aspects.

Sidney J. Levine and Burleigh B. Gardner (1955) conducted a systematic study on brands and published relevant papers. In their opinion, the brand should emphasize the development and shaping of personality values and go beyond functionalism and differentiation. Only by satisfying the emotional and rational needs of consumers can the brand develop. The representative of western brand theory is David A. Aaker's brand equity framework theory, which includes brand loyalty, brand awareness, brand recognition, brand association and other brand assets (patent, trademark and brand relations).

Research on brand positioning

In positioning Era, Jack Trout puts forward the concept of market positioning, which determines the position of a brand or product in the market. Michael Porter proposed porter's Five Forces model, which concluded that a single industry has five forces that determine the scale and degree of competition, namely entry barrier, threat of substitutes, bargaining power of buyers, bargaining power of sellers, and competition among existing competitors. In his book Strategic Brand Management, Kevin Lane Keller pointed out that a strong brand should correctly position its products, create appropriate brand personality and brand image, and integrate marketing communication methods to gain consumer recognition.

Ge Jiaoju (2016) said that the brand value of an enterprise is affected by the enterprise value. But the impact varies from company to company. In general, foreign companies have more influence. The drive of enterprise value to brand value is either direct or indirect. If the promotion of advertising costs, it is a kind of indirect drive.

Research on brand management

A large number of research data confirm that the essence of brand internationalization of emerging market enterprises is a dynamic process of brand empowerment by enterprises. Yang Baojun (2019) points out that the development of modern enterprises is a process of constantly exploring brand value, which is jointly created by enterprises, customers and supply chains. The components of brand value reflect consumers' cognitive value, enterprise employee value and supply chain value.

In modern economy, brand is a kind of marketing behavior, and brand management belongs to the category of marketing management. The so-called brand management is a series of decision-making and management activities carried out under the guidance of enterprise development strategy in order to create, maintain and develop brand and continuously improve brand value and brand equity (Xi Jiabei, 2016). Specific activities of brand management run through every link in the process of brand construction and growth, such as brand establishment, brand maintenance, brand development and brand renewal. It is a long-term and systematic work (Li Yunan, 2017). In order to improve the competitiveness and market share of enterprises, the multi-brand strategy of "one product with multiple brands" was put forward, which specifically refers to the operation of multiple brands for one product of the same enterprise (Weng Xiangdong, 2008). The trust and loyalty of customers are the most important wealth of enterprises, while the core value of brands is the main factor to attract customers. It summarizes the brand connotation as the ultimate pursuit of enterprises based on their own brand characteristics and brand goals.

To sum up, there are a lot of achievements in the researches on brand management at home and abroad. These theories mainly focus on brand management theories and strategies, as well as brand strategies of some industries and specific enterprises. However, the research on brand management strategy of Chinese SMES lags behind the actual needs of enterprises and cannot provide theoretical guidance for enterprise management. Under the background of globalization and digital economy, brand plays an important role in the production and development of every enterprise, and enterprises pay more and more attention to their own brand development strategies.

Research Methodology

In this paper, the author will use the Interbrand model to analyze and evaluate the brand value management of Chinese enterprises on the basis of a large number of literature and case observation, and also provide an effective theoretical basis for the management practice of Chinese enterprises.

Interbrand model

Interbrand established the Interbrand model to evaluate the brand value, under which the brand value was taken into comprehensive consideration from multiple angles. Interbrand model firstly defines brand value as the stable income that its products can bring to users. In this model, brand value is evaluated from subjective and objective perspectives. In the subjective brand value evaluation, the brand multiplier is obtained by comprehensively evaluating the strength of the brand based on several factors of the brand. In the objective brand value evaluation, the brand income is obtained by evaluating the future income of the brand according to its financial situation. Finally, the brand value is obtained based on the product of brand revenue and brand multiplier.

$V= P \times G$

V -- brand value, P -- brand revenue, G -- brand multiplier

According to Interbrand, brand leadership, international power, stability, market power, support power, trend power and protection power all affect brand strength.

At the same time, Fu Jiawang (2016) proposed that the social value of the brand should be considered in addition to the economic value of the brand when evaluating the brand value. Three indicators of brand economic value, such as corporate profitability, corporate competitiveness and corporate financial status, and three indicators of brand social value, such as the inheritance and development of social culture, corporate social responsibility, corporate contribution to promote social progress, are set up a three-level evaluation model of brand value.

Tang Yusheng (2020) discusses the connotation, structure and management of brand marketing strategy group, and holds that brand marketing strategy group is a classified combination of interrelated and synergistic marketing strategy elements. Brand marketing strategy group contains three basic units, namely basic strategy, sub-strategy and main strategy.

Finding

Combined with the existing literature research, it is found that there are many problems in brand management of Chinese local SMES. Zhang Xueyin (2005) believes that in recent years, China's local brands have developed rapidly, but compared with the world's famous brands, they are still less.

There is a considerable gap, the important role of the brand has not been highlighted; The industrial scale is still relatively small; Brand export capacity is weak. Huang Liqiu (2006) pointed out that small and medium-sized enterprises have made great contributions to China's economic development in recent years. In the past, in order to survive in the fierce market competition environment, these enterprises would lower the price of goods to fight price war, or increase product categories to attract consumers by product differences, or improve product quality to win loyal customers. It is undeniable that these business strategies help enterprises to make profits and grow in a long period of time. But in the long run, implementing the brand development strategy is the wisest choice. Through the brand, it can win the competition for a long time and establish its stable competitive advantage. Wang Huiling and Zhu Yali (2011) believe that SMES have many problems in brand building, which are mainly manifested in four aspects: avoiding brand building and doing OEM; Weak concept of brand management; Brand building means single; Brand operation chaos. According to (Wei Zhongqi, 2010), many domestic enterprises are faced with the problem of how to enhance their competitiveness and achieve sustainable development by building enterprise brands. Wu Qun (2010) believes that due to the limitations of talents, capital and resources, China's SMES face many difficulties in brand building and overcome many problems, such as the absence of brand management, the lack of core brand value, the lack of brand communication channels, and the lack of differentiation advantages.

Conclusion

For the problems in the process of Brand management of Chinese enterprises, this paper believes that the main reasons lie in the following aspects:

Weak awareness of brand protection

In today's world, market competition has developed into brand competition in essence, and various vicious competitions around brands are constantly promoting the perfection of modern brand protection system. In the context of globalization, all countries attach great importance to the protection and cultivation of local brands, and have issued a series of laws and policies to crack down on fake or imitation brands, to maintain a fair and just domestic market competition order to a certain extent, and fundamentally improve the international competitiveness of local brands.

Due to the domestic market legal system is not perfect, lack of strong supervision and law enforcement means, some companies often imitate the name of famous brands, and use it for non-competitive or similar goods, by using the reputation of famous brands to illegally obtain profits, serious infringement of the rights and interests of the imitated brand.

Single brand communication channels

The generation of brand or brand competitiveness mainly depends on the level of brand communication, which is attached to the diversified brand communication channels. And after entering the knowledge economy era, knowledge capital transformation course of science and technology rapid development, with 5 g, VR, short video, cloud media as a carrier of communication technologies into the areas of brand management, under the market economy continues to function, a large number of products of the same kind appeared, and homogeneity of growing, it is hard to distinguish the open, even the best product quality, Nor can a brand be built and sustained by natural sales alone. Li Jing (2020) pointed out that with the rapid development of mobile Internet technology and virtual economy, virtual brand communities become consumers to participate in the activities of the enterprise, and an important window for corporate communications, and is playing an increasingly important role in brand marketing, enterprise should through the virtual brand community platform, and actively guide, control and standardize the customer involved in different style.

Insufficient international competitiveness

China's overall export volume ranks third in the world, which is extremely inconsistent with the status of our country's brand in the global market. As a whole, it has formed the situation of an export power and international effect. Exploring the root cause of this situation is of great practical significance for building world famous brands, effectively implementing the "go global" plan and enhancing China's voice in the international market, especially in the present era when "Made in China" is facing great challenges.

At present, China is still in the stage of economic development of a developing country, with low labor productivity, low added value of products, relatively backward technological level, lack of independent innovation, and low comprehensive technological level and independent innovation strength. The original achievements are limited, the secondary research and development level is not high, and the core technology is limited everywhere, so it cannot occupy a leading position in the global competition.

The industrial scale is relatively small, the organizational structure is small, the industrial concentration is low, and the scale benefit is poor. Low-end products. Over production and dependence on imports for high value-added products. The resource usage is low. Lack of management skills, lack of effective global marketing experience and skills. Price war is the main means of competition.

Innovation is not strong, there is still a big gap between China's garment fabric and the international advanced level, garment products.

Also, mainly low-end products, lack of innovative design ability and original design. Products in quantity, variety, production technology cannot fully meet the needs of the international market.

Low investment in product research and development, low profit margin, lack of independent design style, overall talent in the clothing industry.

The team is relatively poor in production management, design and marketing, and lack of independent innovation technology. Imitation and OEM production have greatly affected the development of the company's brand internationalization.

Recommendation

For Chinese enterprises to continuously improve their competitive advantages and optimize their brand development strategies, this paper puts forward the following suggestions:

Grasp the direction of brand strategic innovation

Accurate grasp of the direction of brand strategy innovation is the fundamental guarantee for the success of the brand strategy of small and medium-sized enterprises. China's small and medium-sized enterprises need to select several breakthrough points for brand strategic innovation, such as brand service, brand culture, brand personality, brand positioning, etc. (Lu Songfu, 2010). Xiong Xiaojie (2009) believes that brand competition is the manifestation of product competition at a higher stage, and is also an inevitable means for enterprises to survive and develop under the condition that "similar products tend to be saturated, product quality mostly meets market demand and low price advantage no longer exists". Chinese enterprises should establish the correct brand concept as soon as possible, through the implementation of brand marketing strategy, so that their products and brands stand firm in China, and then go to the world.

Do a good job in product positioning, lock the target consumer market demand

Product positioning is to establish the value of products in the eyes of consumers. This also includes the product from the brand value of the body is also the performance of the brand value of the product. Give consumers a yardstick when choosing a product. Feng Xiaoqing (2015) believes that brand is an image and impression made by consumers and expresses consumers' attitude towards products or services of enterprises. Brand is a competitive advantage that needs to be built and maintained. All enterprises should pay attention to the implementation of brand strategy, do a good job in positioning and choosing the right strategy, and increase marketing and promotion, expand the scope of brand influence.

Strengthen the awareness of brand protection, establish brand protection fund

In order for Chinese enterprises to enhance their brand protection and give higher value to their brands, corporate decision makers must realize the significance of brand protection for their long-term and stable development. Brand protection is the only way to achieve stable operation of the company.

Expand brand communication channels, and obtain multiple attention and support

Wu Qun (2010) believes that strengthening the brand building of SMES can be achieved by strengthening brand quality awareness, implementing brand sharing strategy, applying M&A marketing, network marketing and constructing green main consumption chain.

The new brand management strategy must attach importance to the expansion or extension of the brand in new media, understand the interests and online habits of consumers, especially the emerging consumers of the post-90s and post-00s, and strive to explore more ways to establish interaction with consumers. Enterprises should also make use of the traffic advantages of mobile network to provide consumers with interactive brand consumption experience, and turn the buying and selling relationship with consumers into a more loyal partnership. This is an important rule for enterprise brand rebranding management, and also the biggest difference between network brand building and traditional brand building (Liu Dawei 2007).

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Understand the relationship between corporate social responsibility and the organization's existing corporate culture

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Abstract

This paper aims to explore the relationship between corporate social responsibility (CSR) and corporate culture of GE new energy company, with special attention to employer supported voluntary service (ESV). This study hopes to understand how corporate social responsibility and ESV promote organizational culture, as well as a broader understanding of organizational culture and corporate social responsibility. This study shows that corporate social responsibility and ESV are important factors affecting corporate culture. By participating in these programs, the theme of contributing to culture is the acquisition and development of skills. In addition, it can be noted that overall, the corporate culture is considered particularly optimistic in the organization, and the culture together with CSR and ESV is considered extremely important to the productivity and success of the organization.

Keywords: Corporate Social Responsibility (CSR), Employer Supported Volunteering(ESV), corporate culture

Introduction

Corporate culture is becoming more and more important to enterprises and corporate strategy. The corporate culture mentioned in this study is shaping the values of enterprises. Many people believe that it contributes to potential responsible business practices, which are changing the operation mode and improving the performance of many enterprises around the world.

Due to similar values and beliefs, there is an obvious connection between corporate social responsibility (CSR) and corporate culture. CSR is a relatively new phenomenon with multiple levels. In this paper, CSR will be defined as the concept that companies integrate social concerns in their business operations and in their interaction with stakeholders on a voluntary basis (European Commission, 2001). This behavior is not a direct profit, but a way for enterprises to conduct business in a socially responsible manner.

Employer supported volunteerism (ESV) is a measure often implemented by enterprises, which aims to give employees the opportunity to participate in paid volunteerism during working hours. This allows employees to voluntarily join charities or community groups, whether of their own choice or with related organizations. Volunteerism has been identified as the clearest form of employee participation in corporate social responsibility (Grant, 2012). This study will pay more attention to corporate social responsibility, but will explore ESV in depth.

Research Problems

This study will refer to three areas. As a starting point, it will analyze corporate culture and draw key findings and themes from the literature, and in particular, help form cost research and data collection. Secondly, a large number of studies on corporate social responsibility, corporate social responsibility and its relationship with corporate culture will also play a key role in this research paper, so as to understand the topic and the places that need further research. The last part will introduce ESV to understand the motivation and operation of ESV in CSR project.

Objective of the Study

The purpose of this research is to understand the relationship between CSR (with a particular focus ESV) and the extant corporate culture at GE new energy company, and what is the current impact.

From this research there are a few sub-questions that may also be answered through this study:

1. How important is both culture and CSR to the corporation?
2. What is the perception of culture and CSR in the organization?
3. What value does this research have for CSR and Corporate Culture literature?

Scope of the Study

This paper will use the case study method of single service organization to explore the relationship between ESV and corporate culture, focusing on the Shanghai Office of GE new energy company. In this study, the name of the organization will be shortened to GE new energy company. This study will explore how employees view the relationship between ESV and workplace culture, and use corporate culture theory to understand the relationship between ESV and existing corporate culture.

Research Significance

This research could be extremely useful in both the field of CSR, and corporate culture. This study will also be of particular interest to GE new energy company, as it can be used as a tool to contribute towards measuring both impact on culture and perception of CSR and ESV on culture, whilst also understanding more about how these topics are apparent as individual themes in the organisation, and whether the organisation is doing it right.

Theoretical Framework

Data collection was conducted at GE new energy company through interviews, with GE new energy company's employees engaged in volunteer programmes in a qualitative approach.

Qualitative research is the most effective when explaining and understanding a phenomenon and can aid a more exploratory study, which is the best method to implement for this study. Unlike qualitative research, quantitative research is very structured with closed questions and is often statistical. The results intended to collate from this research would not lend itself to statistical analysis, as this study hopes to uncover reasons, explanations and opinions, best suited to a qualitative approach.

Hypotheses

Our understanding or assumption is that corporate social responsibility and ESV have an impact on culture in many aspects, mainly in morale, interpersonal skills and the sense of social welfare of the organization.

H1: corporate social responsibility and employer supported corporate voluntary service have an impact on corporate culture.

H0: corporate social responsibility and employer supported corporate voluntary service have no impact on corporate culture.

Literature Review

Corporate Culture - Theory And Discussion

Corporate culture is a widely researched concept. Edgar Schein's model of organizational theory is broadly regarded as the leading analysis in the field, and the development of his theory is understood to have made culture more visible within organizations worldwide. (Schein, 2010) defines corporate culture as a pattern of shared assumptions that have been recognised by individuals in the workplace to solve problems. He highlights that it is especially important for new employees to acquire the knowledge, skills, values, and behaviors that they need to become positive members of the organization (Schein, 1968). This could be through management structures, statements of values and aspirations, activities, rewards and recognitions amongst others. Schein (2010) further states that it is the set of shared values, beliefs, and norms that influence the way employees think, feel, and behave in the workplace. By using this theory, we can understand how CSR and ESV relates to corporate culture, despite there being difficulties in defining the concept more broadly.

Rousseau (2000) further states that corporate culture is a way to distinguish one organization from another and introduces a set of norms and values that are shared across the organization. It is clear that the theory of corporate culture is a complex and far reaching one; Hofstede (2005) highlights this, stating that corporate culture is like an onion – with many layers and values that make the core. Can CSR be perceived as contributing to one, or several of these layers. All of the above themes can be interpreted with CSR and ESV in a corporate culture context, and will be in this study.

Corporate Social Responsibility

Through analysing literature on corporate culture, the term 'values' is a keyword used frequently by academics in attempt to explain what corporate culture is. This links coherently to the next body of literature that will be used in this thesis; that of corporate social responsibility and the research that has been done linking it with corporate culture, if any. The International Business Leaders Forum (2003) further highlights emphasis on the term 'values' giving the explanation of CSR as follows; 'open and transparent business practices based on ethical values and respect for stakeholder employees, communities and the social environment, which will contribute to environmental sustainable business success.'

The definition of corporate social responsibility is a changing one, CSR more generally is a thoroughly researched area in the academic world – constantly developing due to the world in which we live in (Stoian, 2013). Carroll (1979), whose opinion on CSR is regarded highly in the field, broadly sums it up in his 1979 essay stating that 'the social responsibility of business encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time.'

More recently CSR has been defined as the 'responsibility of an organization on the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour' (International Guidance Standard on Social Responsibility, 2009). The Commission of the European Communities (2006) delves into this point further: stating that 'it is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders in a voluntary way'. To summarise, the notion of CSR is one of ethical and moral issues surrounding corporate decision making and behaviour.

CSR In The Environment Protection Industry

Relano and Paulet (2012) discuss three approaches in particular can take when considering how CSR fits into their business models and strategy. The three approaches escalate in commitment; the first being 'what they say' – for example posting high quality CSR reports and extensively detailing activity. This approach does not change the way the business works to incorporate CSR activities. The second approach is 'what they are' where corporations can emphasise their legal status and incorporate societal values into their organization. The last approach is 'what they do', in which society will be put above everything – and their business is only driven by social responsibility. Through this study, we hope to find out the methods adopted by GE new energy company on this issue.

Employer Supported Volunteering

The final body of literature that will be looked at is Employer Supported Volunteering. ESV refers to volunteer activities that are performed by employees and encouraged/ facilitated by the organizations they work in (Brewis, 2004). Some academics have briefly looked at the links between certain CSR employee engagement initiatives and corporate culture. For example; Collier and Estaban (2007) explain that if CSR is a definitive part of corporate culture, it is likely to generate behavioural responses in employees, for example participation in ESV. They further state that without the business backing, ESV will be unsuccessful, highlighting the importance of integrating ESV into strategy and hence norms and behaviours of the business. Wong and Gao (2014), further highlight this, stating that in organizations that invest in their CSR programmes, employee volunteering are likely to find their employees more committed to their organizations. Businesses may also be able to both attract and retain talent. To find out why this is the case will be beneficial to this study. Research on this topic is limited, hence, exploring this topic in more detail will be useful for further scholarly developments. From understanding this we can also understand more transparently how culture fits in.

Literature Review Summary

Through looking at the three broad pools of literature related to this research title there is an obvious gap in the literature; research with a particular focus on the relationship between CSR/ESV and corporate culture. As highlighted by Ganescu and Gangone (2017), scholarly literature is flooded with research on corporate culture and CSR, which are more often than not approached separately. If the two are taken together, the research tends to focus on culture being one of the drivers for CSR, with CSR playing a small role in the research. By using corporate culture theory, and paradigms such as Johnson and Scholes (1998) Culture Web and Schein's model of organizational theory, alongside findings on the relationship between CSR more generally and corporate culture, together with ESV investigations, thorough and interesting research will be conducted.

Research Methodology

CSR sits in the 'Society and Economy' culture dimension. The title of this dimension is vague, and perhaps people would not be aware that CSR activities fit within this. Both the senior sponsor and the head of this dimension are two of the 20 participants in this study. The fact that the CSR programmes sit in one of the culture strands, in itself implies that ESV is a part of the culture as it is defined in the framework. Despite this, this study aims to find out whether it truly does, and if it does – how does it contribute to culture?

GE new energy company was chosen to be the case study for this research due not only to its established volunteering programme, but the readily available access and connections to conduct the research, given that the author works in the CSR team at the organization.

Results and discussion

This section outlines the key themes identified from the analysis of the transcripts of 20 semi-structured interviews. Results from the interviews contributed to these themes, which have made up the sub categories of the results.

Corporate Culture

In the interview, it is very important to first understand the views and preliminary ideas on GE new energy company culture before in-depth exploring the direct relationship between corporate social responsibility, ESV and corporate culture. This is the first topic discussed in all 20 interviews. The survey results are as follows.

As mentioned in the literature, corporate culture is a difficult concept to define. In the interview, when the participants try to describe the corporate culture, this is also obvious. 50% of the participants noticed or implied that the corporate culture is a complex thing that needs to be understood, defined, described and discussed.

70% of respondents mentioned corporate social responsibility related to culture in this part of the interview, which means that the respondents automatically connect corporate social responsibility and ESV with key aspects of corporate culture. This may be related to the difficult definition of corporate culture and the fact that corporate social responsibility and ESV are very obvious projects in the company, being widely promoted and involved.

The interviewees clearly realized that culture is a very important aspect of GE new energy company's work and life. 20% of the respondents pointed out that compared with their own experience in other top companies, the culture of GE new energy company is less radical, more understanding and helpful than its peers. This may be due to several factors; First, the size of the organization——GE new energy company's business in Shanghai is significantly smaller than that of its top competitors, so it may be regarded as closer. Secondly, 75% of respondents mentioned that this was the impact of Asia on the company. It is understood that this is mainly filtered out in decision-making.

Why Have CSR?

After understanding the initial thoughts on culture at GE new energy company as perceived by the interviewees, it was felt important to gain an awareness of employee's understandings on the need for a CSR function and importantly what it means to have a CSR function at the organisation. It was significant to see whether the literature on the topic correlates with the research findings of this dissertation.

The first question asked during the interviews in relation to CSR was 'What do you think is the main reason to have a CSR function in an organisation'. 45% of participants included the word 'cynical' or similar words such as pessimistic and sceptical at some point in their response to this question. Stating that they had a cynical opinion demonstrates how debated the topic of CSR is, and reiterated in the literature. Participants noted that CSR could be in existence to portray a particular side of a company and make that organisation look as good as possible to both external audiences and investors. Despite using words such as 'cynical' in responses; all of these particular interviewees explained that there is a both cynical opinion and a more optimistic opinion on why organisations have a CSR programme or function. It is also worth noting, that because they mentioned that there was a cynical viewpoint, they didn't necessarily believe that was the predominate motivating factor for having a CSR function at GE new energy company — with all participants explaining that it was not something they agreed with.

Responses to this question highlight that in terms of CSR at GE new energy company; actions go beyond the interest of the firm. This defies shareholder theory as described by Milton Friedman (1962), in which he states that companies should not concern themselves with the community, and should instead entirely focus on its profits.

In addition to the above points on external perception and community/ charity benefit, all 100% off participants noted that a key purpose of a CSR function is to engage its employees, and many stated that it is used as the predominate form of employee engagement at the firm. Employee engagement in this instance refers to engagement in CSR programmes, and ESV programmes at the firm. Employee engagement falls into a number of different perceived benefits for both the firm and the individuals engaged, and importantly is key in understanding more about the culture at the firm. These topics became apparent throughout the interviews and have been grouped through the rules of qualitative research and will be covered in the following paragraphs. Deloitte, in a 2015 paper titled 'the naked organisation' quoted that; 'culture and engagement is the most important issue company's face around the world. 87% of organisations cite culture and engagement as one of their top challenges and 50% call the problem very important.' Hence, in previous researches, which are sparse, there are key correlations between positive employee engagement and a healthy organisation and corporate culture. The question of this paper is how they are correlated.

This empirical study highlighted as mentioned above, that CSR and ESV was understood to have the greatest impact to employees and employee engagement over and above external perception — however it is also important to note that employee engagement was also perceived by many to be on par in terms of importance to the beneficiaries supported in the community through the programmes. Despite this, 25% of participants commented that employees at the firm gained the most from CSR activities — over and above the communities and beneficiaries.

Leadership And Communication

When asked whether volunteering at GE new energy company can be attributed to skill development, and what particular skills could be recognised as part of this activity; all participants noted that there are key skills that can be learnt, enhanced and developed through volunteering in the workplace. Literature has also highlighted in recent years that employees can develop a variety of skills through volunteering supported through the workplace; notably leadership, innovation and entrepreneurship, all of which were brought up by some participants in this study.

An article by the Shanghai School of Economics (accessed 12/09/18) on corporate volunteering stated that; 'there are huge potential benefits to employers, their staff and society, etc. They will find they gain interpersonal skills and social capital, and a greater understanding of the people they work with and the communities they serve.'

Leadership, communication and confidence were key skills proposed by the participants in this study when prompted to talk about personal and professional benefits of volunteering, with a focus on skills. Many of the participants noted that through volunteering; themselves and their colleagues have learnt from new environments and how to deal with unfamiliar audiences. 55% of participants suggested that this contributed to a boost in their confidence in their particular roles. They further noted that they had noticed a confidence change in colleagues who had participated in volunteering programmes.

A senior member of staff participated in this study and suggested that employees can demonstrate great entrepreneurial and innovation skills through not only ESV, but through other engagement opportunities within GE new energy company's CSR programme. Interestingly this participant noted that these 'types' of people were usually the future people and leaders of the firm. These findings back up the corporate values of the firm, that; 'We value the skills and diversity of our people and invest in their careers to drive performance'.

Interviewees also were asked to discuss if business related skills could be shared and enhanced through volunteering programmes. This is known in the industry as 'skills based volunteering'. Participants all noted that this is something that they would like to be more involved in; for example sharing professional legal or finance related skills.

Employee Recruitment And Retention

A key theme brought out of this research is that being involved in CSR and ESV contribute to employee retention and hence corporate commitment. In addition to this, employee recruitment, with huge importance on the firm being a more attractive organisation for future and potential employees. The findings suggest this is also heavily linked to the perceived positive culture at the organisation.

It has been noted that feeling positively about your organisation through CSR activities links to employee's desire to stay with their current employer (Jones, 2011). In turn showing a commitment, and a hardworking ethos associated with the organisation. Benefits from this being; enjoyment at work, commitment and a certain degree of sacrifice for the organisation (Maignan, Ferrell et Hult, 1999). As mentioned earlier on skill development — a valued employee is one that is going to do well and progress in the firm — and demonstrating commitment to the social good, and hence a good culture at the firm helps in retaining employees.

Overall, participants strongly believed that being involved in ESV and CSR activities strengthened applications for advancement (promotion), and meant an employee of similar work capability was considered a more rounded employee;

Participants felt that a key theme of culture at GE new energy company was that the firm took investing in its people seriously — implying that this is a key culture theme. 100% of interviewees included their voluntary/ CSR work in both their mid and end of year review, as they believed it is an important part of working at GE new energy company despite whether they thought it was taken seriously by their direct managers. Whether this was perceived to be taken seriously by their managers varied on where their function sat in the firm and their seniority, as mentioned previously. A junior employee who sits in a back office function stated.

It is clear from these interviews that being a 'culture carrier' is something at the heart of the firm. This is a term brought up by a quarter of interviewees frequently throughout the interviews. The ideas of being involved in ESV and other CSR programmes (such as fundraising and pro-bono support), and its correlation with career progression at the firm however varied in the function of work the interviewees worked in.

Despite the mixed opinions on how involvement in CSR/ESV is perceived, all participants felt it should be an important factor contributing towards an employee's rating in their role, given the wider benefits to culture.

In addition to retaining good employees, there are also clear links between CSR programmes and good ESV initiatives contributing to attracting new talent. It can also be seen that as employees are motivated to stay at the firm, this reflects well on the decision making of prospective new employees at the organisation. This is especially apparent in today's society with millennials being hailed as the new 'socially conscious generation'. A survey from the non-profit organisation, Net Impact (accessed 12/08/18), found that over 70% of recent graduates who were about to enter the workforce stated that a job where they themselves can make a 'real impact' was significant to their happiness.

Team Building, Morale Enhancement And Networking

Team building and network development were key issues brought up throughout the data collection, with 85% of interviewees saying that through volunteering they have either expanded their own network or know of employees who have done so through volunteering. Volunteering is perceived as a powerful networking tool.

Bennet et al (2009) state that encouraging networking in the workplace; improves morale, enhances collective knowledge, increases productivity, sharpens strategic focus and allows for greater innovation, all of which contribute to a desirable workplace culture.

In addition to networking cross-divisionally through volunteering, a key offering from GE new energy company's CSR team is team volunteering activities – where smaller teams within GE new energy company work together on a group volunteer initiative. This allows for a team building opportunity with a charity element. It was deemed important by 100% of interviewees to be given the opportunity by their organisation to strengthen relationships within their own team, and volunteering is believed to be a great way to do that. There is a selection of literature on this topic, with Fapohunda (2013) stating that, fostering teamwork involves creating a work culture that values collaboration; where people understand and believe that thinking, planning, decisions and actions are better when done cooperatively. This was something reinforced throughout the interviews.

Mental Health And Well-Being

Diversity and Inclusion, and for this study — mental health, in particular, is something that is being pushed further up on the agenda for a lot of organisations; in part to current trends, political climates and the conversation about mental health and well- being becoming a more candid one. This has been noticed by the participants of this study, and several have seen a correlation between CSR — mental health and corporate culture.

For the firm, an accepting and understanding culture comes hand-in-hand with the belief that healthy employees are happy and productive ones. In 30% of the interviews, the topic of volunteering positively impacting mental health and employee well-being was brought up by the interviewee.

Literature linking mental health and ESV is limited; as is mental health and corporate culture, however a large body of literature on volunteering outside of the workplace correlates the activity with good well-being and mental health. In addition to this, a happy and positive workforce is only going to impact the culture in the organisation in a positive way — both perceived, and in practice. Which stated; company-sponsored volunteer activities are essential to employee wellbeing — with 77% of those surveyed agreeing.

Importance To The Firm

All 20 interviewees believed that ESV and CSR programmes were perceived in a positive way to senior members of staff at the firm, and that the senior management got involved or at least encouraged their reports to get involved.

Coming into this study, there could have been a belief that ideas on volunteering and the benefits and positives were seen differently between the senior members of staff and management compared to the more junior members of staff. Despite this preconception — this was not something drawn out from the interviews — consensus across the board was widely in favour of volunteering and was in understanding of the influence CSR and ESV had on corporate culture at the firm. Despite this, a key finding was that the commitment and importance of non-profit making functions, such as that of CSR is not always a top priority.

Employees want to feel that their place of work is investing in their future and nurturing both their personal and professional growth. By allowing employees to volunteering and get involved in CSR activities that are not part of their business as usual responsibilities, is a very visible way for the organisation to show that they care about their employees. In addition, when businesses implement these kinds of programmes, its employees are more likely to engage in the positive behaviours and demonstrate the values the firm wants, both towards their colleagues and to their organisation (Lin, Lyau et al, 2010). This is in turn contributing to the desired corporate culture at the firm.

Once a year, culture is recognised and rewarded at Employees are more likely to comply with regulation, stick within the rules and put all their effort in, when the feeling of culture in the firm is a good one. Deloitte highlights that 'the lessons learned related to scandals and organisational crises that trace back to the early 2000s make one thing clear: without an ethical and compliant culture, organisations will always be at risk'.

Conclusion

For a firm such as GE new energy company, it's perspective, like any other of its kind, it to improve its profits. This is believed to be enhanced, in part, by happy, co-operative and proud employees. It was clear that by being involved in charitable activities at the firm, employees felt that they had a greater sense of pride about their organisation, and employees felt an identification with GE new energy company, believing that the organisation's values reflected some of their own. This emphasises Schein (2010) in his research that explains the close identification to values, missions and practices. In addition to this; when employees felt nurtured and given the opportunity to enhance their skills and network, it is proven to make an employee more productive and happier at work. From this study, it is clear that allowing employees to get involved with non-profit making activities at the organisation that have a charitable and volunteering element benefits the culture.

This paper investigated this literature gap, by analysing the influence of CSR/ESV on corporate culture in one single multi-national organisation, using qualitative research methods and a large pool of subjects, to help contribute to the understanding of this phenomenon. The research brought out key themes in how CSR/ ESV contribute to culture, and the themes can be interpreted to all be key components making a great corporate culture. The themes that were discussed are as follows, with networking and communication being the most recognised themes, with the themes of morale and networking reinforcing the original hypothesis.

- Leadership and communication
- Employee recruitment and retention
- Team building, morale enhancement and networking
- Mental health and well-being

In addition to these key themes – sub questions on understanding how culture and CSR are perceived in GE new energy company were also answered, with the general consensus being a positive one, with employees understanding the importance of both maintaining and creating and successful and happy workplace.

Suggestions For Further Research

Further areas of study could be:

- Looking at the whole culture programme at GE new energy company, and what else influences the culture.
- How other employees engage with the organisation, and whether that has as many impacts as the CSR initiatives at the firm.
- A deeper dive into further CSR programmes and their impact on culture compared to ESV.
- A comparative study with other financial institutions.

Concluding Remarks

CSR and volunteering are rooted in the culture. The benefits are clear. Engaging employees on a level playing field over a common purpose bonds the firm in a way that nothing else can. By allowing colleagues to partake in CSR activities, it brings colleagues together for a positive change whist also creating relations, developing skills such as leadership and confidence, as well as business related skills, teamwork and morale, all contributing to a desired culture at the organisation.

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On the Ways to Improve the Employability of Graduates under the Differentiated Training Mode of Private Colleges and Universities in China

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Abstract

In the process of continuous development and progress, private colleges and universities have formed their own unique advantages. The number and scale of schools have made considerable progress, and play a positive role in talent training and serving local social and economic development. However, in the mainstream choice of education, the social recognition of private colleges and universities needs to be further improved. Private colleges and universities also need to constantly strengthen connotation construction, increase capital investment, constantly improve school running facilities, continuously enhance their own strength, continuously distinctive school characteristics and continuously improve their social reputation, so as to seek long-term development. At present, the development of private higher education has encountered a great bottleneck, the number of enrollment has been decreasing, and the competition between industries has been increasing. In this case, how can private colleges and universities formulate development strategies that meet social needs, carry forward their own advantages, seek their own competitive points, and form school running positioning and talent training ideas with their own characteristics, And these characteristics will be continuously strengthened and developed in the process of running a school in the future, which is worthy of our research and discussion. Facing the new educational development situation, private colleges and universities should actively carry out strategic research and strategic planning, reform the system and mechanism, improve the talent training scheme and talent training mode, strengthen the connotation construction, actively introduce high-level talents and scientific professional leaders, strive to cultivate their own teachers and improve their teaching level and ability. In view of the current employment situation of private college graduates, this paper carries out from the aspects of employment situation, student quality and employment guidance. Based on the four levels of society, family, students and school, this paper analyzes the key factors affecting the employment of private college graduates, puts forward effective countermeasures and suggestions on how to improve the employability of private college students, and adopts effective differentiated training paths.

Keywords: Private universities in China; Differentiated culture mode; graduate; Employability

Introduction

By 2020, there were 771 private colleges and universities (including 241 independent colleges), an increase of 15 over the previous year. The enrollment of private colleges and universities was 2.3607 million, an increase of 163,800 over the previous year, an increase of 7.46%. The rise and prosperity of private higher education has provided an innovative experience for the reform and development of higher education in China, which also provided young people eager to study with opportunities to continue to receive education, provided them with more space to choose schools and education modes, attracted more social forces to invest in education and realized the effective utilization of social resources. It has played a positive role in promoting and regulating the optimization and allocation of educational resources. The number of students and school scale of private education have been close to those of public colleges and universities. These private colleges and universities have supplemented the shortage in the number of public higher education institutions. However, most students and parents still have a high degree of trust in public colleges and universities in their educational choices, and there is still a sense of helplessness or blind obedience to the choice of private colleges and universities. At present, the main competitive problems existing in the development of private colleges and universities are: first, high-quality school running conditions are not available; second, a sound management system has not been formed; and third, the degree of standardization needs to be continuously improved. Due to the late start and shortage of funds, most private colleges and universities do not have their own school buildings and infrastructure land. Inadequate investment in running schools creates a large gap between basic school running conditions such as teaching experimental equipment, a lack of supervision and evaluation mechanisms of the teaching process, and a low qualified rate of teaching level.Second, the teacher's structure is unreasonable, and the number of highly educated and highly professional teachers is insufficient. Although the number of teachers can meet the teaching needs, there is a lack of intermediate backbone aged 45 to 55 among the self-owned teachers, and the number of highly educated talents, discipline leaders, famous teaching teachers, and academic leading teachers is insufficient. Third, the increasing pressure on students With the change in national education policy, public colleges and universities are also expanding their enrollment scale, which has caused great competition for the students of private colleges and universities. With the continuous expansion of public colleges and universities, the continuous increase of new colleges and universities, and the formation of diversified competition patterns among private colleges and universities, the competition between private colleges and universities has become more and more fierce and severe, and the situation has become more and more severe. Therefore, private colleges and universities are facing a war of survival and development. How can private colleges and universities gain a firm foothold in this war without being eliminated under such conditions and environments?Many far-sighted private colleges and universities eager for long-term development have used a strategic perspective to adjust their school's running orientation and ideas from their own reality and have carried out research on transformation and development. Carry out exploration, reform, and innovation within the limits of national policies; learn from advanced management concepts and measures of excellent enterprises at home and abroad; strengthen connotation construction; tap their own advantages; reform the education and teaching system; improve their own core competitiveness; and formulate a long-term strategy in accordance with school reality, social and economic development needs, and talent trajectories.From the perspective of long-term development, private colleges and universities must take it seriously, carefully study and seriously discuss the school's strategy and planning.

Under the severe employment situation, graduates always hope to find jobs that they are satisfied with and reflect their self-worth in a short time, which requires them to have strong employment competitiveness. Employment competitiveness is actually the ability of graduates to grasp comparative advantages, obtain employment opportunities, and win the appreciation of employers. It is more capable of meeting the needs of society and employers than competitors. Therefore, on the one hand, employment competitiveness reflects the quality of talent training in colleges and universities. On the other hand, it reflects societal and employer values for employing talents, which should be prioritized.

Research Background

With the continuous development of the market economy and the gradual improvement of the education system, the state under the traditional education mode has been unable to meet the needs of the continuous development of the modern social economy, which is mainly reflected in two aspects: first, due to the limited financial resources of the state, there is a shortage of government education funds; second, educational resources have not been optimized, and the school running efficiency is low. From the Law of Nongovernmental Education Promotion, promulgated on December 28, 2002, we can see that the state strongly supports the development of private education and actively encourages the government and all sectors of society to invest in and develop private education, which not only promotes the prosperity and development of private higher education in China, but also adds a new mode of education supply to higher education and meets people's diversified educational needs. This is of great significance for accelerating the reform of the education investment system and management system and forming a pattern of common development of state-run education and private education. Due to the late start of private colleges and universities in China, the development of private colleges and universities shows a large gap in school running conditions, discipline and specialty settings, teacher level and social popularity compared with public colleges and universities. Through the comparison between the two, it can be seen that private colleges and universities are relatively weak in terms of management experience, school running strength, and competitiveness. So they can not provide the best quality education for society at present. Facing the popularization of higher education and the rapid development of public colleges and universities, the number of private colleges and universities is increasing day by day. The school's running strength is improving, and the school running mode is gradually coming into line with international standards. Under this situation, the competition within the industry is becoming increasingly fierce, and private colleges and universities are facing great competitive pressure. In such a severe competitive situation, we should realize their sustainable development. In addition to fully recognizing the current competitive situation, we also need to strengthen strategic management, adopt scientific and reasonable competitive strategies, give full play to our unique school running characteristics and advantages, and enhance core competitiveness in order to seek better survival and development. actively guide all sectors of society to invest in education, which has greatly promoted the rapid development of private education. The comprehensive strength of private colleges and universities is constantly improving, from focusing on large-scale development to focusing on quality improvement and characteristic development, and strengthening the cultivation of skilled and applied talents. Private higher education has become a new force in higher education in our province. It plays an important role in promoting the development of higher education as a whole and providing diversified higher education needs for the public. The vast majority of private colleges and universities have natural gaps in financial support, teachers, student quality and so on.

The source of students is the basis for the survival of private colleges and universities, and the impact of employment on the source of students is extremely obvious. Therefore, private colleges and universities are an indispensable part of socialist education, an important force to promote educational reform, and have made positive contributions to national and local social and economic development. Therefore, it is of great significance to analyze the influencing factors of private college employment, promote the rational employment of college graduates and improve the quality of college employment. The construction of differentiated specialty construction mode of private colleges and universities is different from that of ordinary public colleges and universities. Private colleges and universities advocate the implementation of differentiated specialty construction mode: changing teaching methods, changing target positioning, innovating curriculum system and adjusting assessment methods. Those are the main direction of specialty construction reform of private colleges and universities, which strive to cultivate innovative talents with core competitiveness and enhance the employability of graduates.

Research Problems

1. The employment environment of private college graduates is relatively poor

First, affected by the oversupply of graduates, the labor market generally presents a pattern of oversupply, which leads some employers to blindly pursue higher education and improve employment conditions. The so-called "talent high consumption" has emerged. Second, due to the two diametrically opposed economic and political concepts of "public" and "private" in the past, the competitive environment of private colleges and universities is unfair compared with public colleges and universities in reality. With the rapid development of private colleges and universities, a variety of different misunderstandings have been produced in the society, and many people lack a sense of identity with private colleges and universities. Some people are indifferent to the development of private colleges and universities, which inevitably affects the self-recognition of private college graduates.

2. The credibility of private colleges and universities

First, under the condition of planned economy, the State implements unified recruitment and division of higher education, and all the investment in higher education is borne by the state. With the rapid development of China's economy, especially the further establishment and improvement of the market economic system, the education policy has also been adjusted accordingly. The national education funds will have been more used in the nine-year compulsory education while higher education will slowly transition to "fee paying education". But it is difficult to completely change the ideas under the planned economy in a short term. The doubts and prejudices caused by these ideas had greatly affected candidates' application for private colleges and universities. Secondly, the education quality of private colleges and universities is questioned. In people's minds, private colleges and universities are only second - or third rate schools. They won't let their children go to private colleges and universities unless they have no other choice. Some middle school teachers also have the same stereotypes. They strongly encourage the students admitted by private colleges and universities to give up the opportunity to enter higher education, persuade them to transfer to high school cram classes, and hope them to be admitted to public colleges and universities next year. It is undeniable that the good universities in people's mind still belong to public universities, such as Peking University, Tsinghua University, Zhejiang University, Fudan and other key universities, and the status of ordinary local universities in many people's hearts is absolutely higher than that of private ordinary universities.

3. The quality of private college graduates is relatively low

The cultural quality of students in private colleges and universities is generally low. Because the score line at the time of admission is lower than that of public colleges and universities, the cultural foundation of students in private colleges and universities is poor. In addition, some students in private colleges and universities do not develop good learning habits, have incorrect learning attitude and poor self-discipline consciousness, and these problems can not be covered up by the packaging when choosing a job. At the same time, some students in private colleges and universities have serious inferiority complex, which is more reflected in job hunting. When they face competitors from famous universities and other public universities, they feel that they graduated from private universities. Their school has a short school running history and low educational background, so they underestimate themselves and have inferiority complex.

Objective of the study

With the continuous expansion of the enrollment of Chinese colleges and universities and the continuous increase of the number of graduates, the employment situation is becoming more and more serious. Because of its long development period, fast speed and talent training mode, private colleges and universities generally learn from ordinary public colleges and universities, which makes them have no characteristics of their own and the talents they cultivate have no difference with those graduated from public colleges and universities. In addition, their reputation is not high and their teachers are not strong, so their graduates' employment prospects are even more pessimistic. Ordinary colleges and universities, especially private colleges and universities, are facing severe student shortage, and will become more and more severe in the next few years. Due to the financial support of the government, the survival of ordinary public colleges and universities has not been difficult in the current environment. However, for private colleges and universities that rely entirely on tuition fees and investment, the survival crisis is approaching step by step. How to get rid of the bottleneck and achieve healthy and sustainable development has become an urgent problem for private colleges and universities. In this regard, the author believes that it is feasible to adjust the talent training mode of private colleges and universities and implement a differentiated talent training mode different from ordinary public colleges and universities in china.

Scope of the study

1. Differentiated positioning of professional construction objectives of private colleges and universities

The goal of specialty construction is an important guidance of talent training plan, which determines the final expectation of colleges and universities for talent training, specialty construction, the selection of teaching methods, the reasonable optimization of courses and the formulation of student evaluation system. Therefore, the goal of specialty construction is an important basis for determining the mode of specialty construction. Private colleges and universities should set up majors from the perspective of local economic conditions and resource characteristics, and cultivate students in combination with the internal resources of colleges and universities and the characteristics of students, so as to cultivate professionals with local characteristics. Private colleges and universities should clarify their own positioning and take serving the local economic development and carrying forward the local economic characteristics as the main school running goal, so as to be different from ordinary public colleges and universities. On one hand, taking the local economy as the basis for running a school can make efficient use of local resources, facilitate students to choose jobs nearby, transport high-quality talents for the local area, promote local economic development, and improve the reputation of colleges and universities; On the other hand, the ability to attract high-quality talents in some areas is weak. The construction of specialties with local characteristics in local private colleges and universities can make up for the local vacancy for high-quality talents. Therefore, positioning the goal of specialty construction on the development of local economy can not only meet the needs of local enterprises for professional talents, but also promote the stable development of majors in Colleges and universities, so as to achieve a win-win situation between local economy and the development of colleges and universities. In addition, private colleges and universities should also pay attention to cultivating students' core competitiveness. Public colleges and universities mainly aim at cultivating compound senior talents, while private colleges and universities can make a breakthrough from the perspective of innovative high skilled talents training, so as to reflect their own advantages. For example, ordinary public colleges and universities pay attention to the systematicness and integrity of subject knowledge system, so they focus on cultivating students' scientific research ability, while private colleges and universities should take cultivating students' practical and operational ability as the main breakthrough, so as to stimulate students' interest and potential and appropriately reduce the requirements for knowledge system, Focus on cultivating students' innovative ability and practical ability. Promote the long-term and stable development of colleges and universities through reasonable goal orientation of professional construction.

2. Differentiated formulation of specialty construction plan of private colleges and Universities

In view of the current situation, differentiated formulation of the specialty construction plan is practical, which aims to break through the established objectives of the original barriers to higher education. The specialty construction plan includes two aspects: the arrangement of curriculum system and the implementation of teaching methods. On one hand, formulation of curriculum system. According to the past teaching experience, there are still many problems in the arrangement of curriculum system in public colleges and universities, which lead to the inappropriate progress of curriculum, low learning efficiency of students, unreasonable time arrangement, etc. For example, the curriculum design focuses on theoretical teaching and overemphasizes the integrity and systematicness of professional theoretical system. In order to save money, some schools directly ignore the development of practical courses and do not practice the educational thought of "combination of work and study". The curriculum setting is extremely unreasonable, the teaching content cannot be well connected, the connection between knowledge is ignored and it is extremely difficult for students to learn. The cultivation of students' practical ability and sustainable development ability have not been well practiced, and so on. In view of the above disadvantages, private colleges and universities can give full play to their own advantages, make up for their own shortcomings, reasonably arrange courses and balance the time of practical teaching and theoretical teaching. From the specific aspects, private colleges and universities can reform the teaching system from the following directions: first, set up necessary professional basic courses. Professional basic courses are sufficient, and there is no need to excessively pursue the systematicness and comprehensiveness of knowledge. This kind of knowledge enable students to explore themselves in the process of practice in the future; second, focus on practical teaching and build a professional curriculum system combining work and learning. According to the course content, increase the number of practice courses and build a simulation practice room in the school, so as to improve the students' ability to use the required knowledge and better enhance the employment pertinence of graduates. If the school conditions permit, relevant personnel of the enterprise can be employed to explain the targeted courses, so as to truly realize the combination of school and enterprise; third, balance theoretical teaching hours and practical teaching hours. Teachers bring the teaching content into the laboratory and transfer knowledge in the laboratory, which is more conducive to improve students' concentration and acceptance, make them have a deeper understanding of the learned knowledge, and improve students' learning enthusiasm and initiative to a great extent, which is of great significance to the improvement of teaching quality. On the other hand, improvement of teaching methods. At present, most ordinary private colleges and universities still take teachers as the teaching center and textbooks as the model to organize classroom teaching, which greatly reduces the students' interaction and participation. Most teachers are still too single in teaching methods, and fail to keep pace with the times by using multimedia equipment and "teaching, learning and practicing" teaching methods. In view of this situation, it is necessary to arrange teachers to study accordingly, improve their professional ability and literacy, give them a platform for students to play and discuss in the classroom, do not hinder the expansion of students' thinking, and make rational use of role-playing, situational teaching, simulation teaching, on-site teaching, discussion teaching and other methods.

3. Differentiated formulation of professional assessment methods in private colleges and Universities

At present, the assessment mechanism of ordinary private colleges and universities is internal assessment, which is uniformly formulated by teachers to assess the degree and ability of students' mastery of knowledge. This assessment method is too single and not objective enough to make a correct evaluation of students' comprehensive ability, and it cannot accurately reflect the requirements of society and work units for the course, nor can it reflect students' ability to use knowledge. Therefore, private colleges and universities should properly introduce the social assessment mechanism, take the post requirements as the examination content, and comprehensively evaluate the students' abilities. For example, for the examination of various professional qualification certificates and professional skills, the examination contents of qualification certificates can be used as the examination evaluation. And actively encourage students to participate in the examination of various qualification certificates to make them qualified to participate in social work. According to the current situation of textbook distribution in China's book market, most of the training systems are based on public college education, pay attention to theoretical education and ignore practical teaching materials, which is not conducive to the construction of private and efficient teaching. In order to efficiently meet the differentiated specialty construction of private universities and highlight their educational characteristics, the author believes that some teaching materials should be compiled in combination with the core teaching materials and experimental and practical training teaching materials of private universities. Among them, the following points should be considered for the compilation of teaching materials that meet the use of private students: First, take the social examination outline as the reference basis for the compilation of teaching materials, combined with the employment intention and job requirements of college students and the opinions of professional teachers and relevant enterprise technicians. Second, the purpose of writing is to highlight the characteristics of teaching practice, and appropriately add real cases of enterprise development in the teaching materials according to the actual business methods of real enterprises, so as to avoid the cumbersome course structure to the greatest extent and improve the pertinence and applicability of the teaching materials

Research Significance

Private colleges and universities can cultivate characteristic talents only by implementing the differentiated talent training mode different from public colleges and universities, and the employment competitiveness of their graduates can be enhanced. Only when the society recognizes the ways and methods of cultivating talents, can their social reputation be gradually improved, the enrollment situation will be improved, and finally achieve "smooth export and prosperous entrance". There is good for realize sustainable development healthily, rapidly and truly. The research on the competitive strategy of private higher education is a new hot spot in the study of the development of China's higher education since the 21st century. However, many research scholars are mostly from the theorists of public education or the managers of administrative departments. Their research also focuses on the research in the context of public education, rather than based on the private colleges and universities themselves. Based on the investigation and research of private colleges and universities, this paper studies their competitive strategy from an all-round and micro perspective, which has practical value. At present, most of the research on the differentiated training strategy of private colleges and universities is only focused on the theoretical level. It is feasible to obtain first-hand information in the form of actual situation analysis and illustrate it with cases. In recent years, the competition among colleges and universities has become increasingly fierce, especially the weak private colleges and universities. Facing the external environment where opportunities and threats coexist, the basis and guarantee of how to improve competitiveness and promote the development of private colleges and universities is to formulate an effective competitive strategy. Firstly, the formulation of effective competitive strategy helps private colleges and universities to reasonably allocate their limited resources according to the established status and development objectives in the society, which is conducive to sustainable development; Secondly, formulating effective competitive strategy is the navigation mark and spiritual guide to the sustainable development of private colleges and universities; It also helps private colleges and universities to accurately position themselves in the competition, improve the comprehensive competitiveness of schools, promote a better and faster development of schools, have more targeted training effects on students, and significantly improve students' employability.

Theoretical framework

Competitive strategy theory "competitive strategy" was developed by Michael, a professor at Harvard Business School, Porter put forward it in his competitive strategy published in 1980, and then published competitive advantage in 1985, in which he put forward and analyzed the "competitive advantage theory". The environment and strategic decisions faced by the company in industrial and market competition have laid the theoretical foundation of strategic marketing, which is regarded as a must read by entrepreneurs and known as the "Bible". Michael , Porter put forward three basic competitive strategies, namely cost leadership strategy, differentiation strategy and specialization strategy (focus strategy). Enterprises need to choose one of the strategies as the leading strategy according to their own development status and characteristics and in combination with future development goals.

1. Cost leading strategy

Cost leading strategy means that in order to improve their competitive advantage, when providing the same services and products, the cost should be significantly lower than that of the same industry or competitors, so as to make themselves in the competition in a favorable position.

2. Differentiation strategy

Differentiation strategy (differentiation strategy) refers to that the company provides differentiated products or services to obtain a larger market and greater profits. The main forms are: product differentiation, service differentiation, talent differentiation and image differentiation. The advantage of implementing differentiation strategy is that compared with low-cost strategy, it will not cause great stimulation to competitors and cause market problems At the same time, differentiated products can obtain higher profits due to relatively high prices, but at the same time, differentiated strategies are easy to be imitated by competitors.

3. Specialization strategy

Specialization strategy is also known as focus strategy (focus strategy) refers to the various business activities and resources of an enterprise to provide products and services for a specific customer group, a segment product line or a regional market in order to win competitive advantage

Hypotheses

This paper holds that in order to improve the employment competitiveness of private high-efficiency fresh graduates and the certification of their teaching mode of efficient talent training, the school needs to cultivate characteristic talents through the implementation of professional construction mode with private characteristics, which is of great significance to improve its social reputation and improve the private high-efficiency enrollment situation, In order to achieve the ultimate goal of healthy, rapid and sustainable development of private college education.

Literatures Review

Produce result in order to make their research seem intellectually respectable. The cost of this strategy is that this language alienates educators who are all too aware that very few policies result in predicted consequences in education. The second, related effect is that researchers who resist the tendency to adopt the conventional paradigm, as Benson and, to a lesser extent, Thomas et al.do, are vulnerable to the criticism that their work is of poor quality in that it is not well grounded in conventional theory. The tension between doing intellectually respectable research complete with policy recommendations and being sensitive to the realities of schools and families that do not fit well into the conventional paradigm is apparent in many of the articles in this volume--particularly in those articles that are refreshing departures from the traditional terrain of economics research. The extent to which the promise of policy impact implicit in the subtitle to this volume can be fulfilled by research on homes and schools depends on the extent to which progress is made in developing alternatives to the conventional paradigm. What is needed are alternative conceptions of how research can influence outcomes in sectors in which the principal activities involve the discretionary interaction of human beings in tightly structured settings, such as schools and families.

Hosmer (1978) of Harvard University completely put forward the theory that competitive strategy can be directly applied to higher education, and formed the academic thought of strategic management of higher education. Its main viewpoints are as follows: "Understand the development history of the university itself; understand the surrounding environment of the University; understand the structure of the University and the focus of project construction. Strengthen the connection of various projects within the University and realize a systematic competitive strategy." Margaret Preedy (2003) wrote in strategic leadership and educational development, which discusses the main problems encountered by educational leaders in the change of strategic concept and management, how it is conducive to the improvement of education, and the main purpose or reasons of educational organization strategy. The strategic management of universities has its own unique characteristics. Strategic planning is a part of strategic management. Strategic planning only involves the formulation of strategy, and strategic management not only has the formulation of strategy, but also more about strategy In the book from strategy to change - the implementation of strategic planning in Colleges and universities, the author makes a detailed analysis of the process of strategic planning with his unique views, which clearly shows how to implement a strategic planning to make the University successful in order to deal with many challenges of today's complex higher education environment

Research Methodology

1. Literature research method

Using the network, library, books and other information collection channels, I have consulted the materials and data related to private colleges and universities, as well as the relevant materials related to China and private colleges and universities in the Education Bulletin, and combined with the literature and materials related to the research I have referred to, I have made a unified summary and arrangement of these materials, which have been scientifically sorted out, Extract valuable information for my use.

2. Interview method

Through interviews with administrators and teachers working in private colleges and universities, we not only collected information and relevant data on the strategic planning and development status of colleges and universities in Guangxi, but also obtained some valuable opinions, and had a more comprehensive understanding and mastery of the overall development of private colleges and universities.

Finding and Conclusion

With the continuous development of market economy and the gradual improvement of education system, the state under the traditional education mode cannot meet the needs of the continuous development of modern social economy. Encouraging various social forces to invest heavily in the development of private higher education has become the common task of the government and society. In the face of the popularization of higher education and the rapid development of public colleges and universities, China continues to carry out school running system reform and actively guide all sectors of society to invest in education. Private higher education has developed rapidly. The number of private colleges and universities is increasing and the competition is becoming fiercer and fiercer. As a member of private colleges and universities, if private colleges and universities want to obtain competitive advantage in this fierce competitive environment, they must strengthen strategic management, formulate scientific and reasonable competitive strategy, give full play to their unique school running characteristics and advantages, and build core competitiveness, so as to obtain better survival and development. This paper studies private colleges and universities by using differentiation training theory and other relevant theories: firstly, combined with the actual situation of the development of private colleges and universities, this paper uses relevant analysis tools to analyze the macro environment and industry environment of private colleges and universities, and summarizes the advantages, disadvantages, opportunities and threats faced by private colleges and universities, It is understood that the external environment faced by the school is also constantly updated and changing, the industry competition is very fierce, and the future development of the school is facing great challenges, of which the main threat comes from the fierce industry competition; The society's understanding of private colleges and universities is biased; Changes in government policies. Combined with the strategic positioning and objectives of private universities and colleges in Guangxi, we have selected the differentiated competition strategy, mainly in terms of talent training mode, faculty construction, teaching methods and brand construction, so as to further improve the quality of talent training, enhance school enterprise cooperation, promote the development of industry, University and research, and strengthen the construction of faculty to a greater extent, Fully carry out the innovation of teaching mode and reform the practical teaching system. On the basis of ensuring the effective implementation of the implementation measures, effectively implement the differentiated talent training strategy, significantly improve the quality of graduates, and provide reference for other similar private colleges to formulate competitive strategies, which has certain academic value.

In recent years, private colleges and universities are facing fierce competition pressure in the education market, not only from public schools, but also from other private colleges and foreign institutions. How to survive and develop in the fierce competitive environment is an urgent problem faced by private colleges and universities. This paper introduces the differentiated talent training method to analyze the development of private colleges and universities, puts forward that private colleges and universities should be different from public and other private colleges and universities in the competition, implement the differentiated competition strategy from the aspects of positioning, teaching methods, specialty setting, employment orientation and brand marketing, and analyzes the case of the differentiated development strategy of Xiangsihu College of GXUN. It is hoped that the research results of this paper can be used as a reference for the future development of private colleges and universities, and make greater contributions to China's higher education.

There are many factors affecting college students' high-quality employment. Combined with the above research, as a front-line teacher in universities, Promoting Graduates' high-quality employment is an important content of concern. From a macro perspective, first of all, the government should strengthen its support for private colleges and universities, give financial and policy support to private colleges and universities, establish and improve the legal system related to the employment of college graduates, and further enhance social recognition. Secondly, employers should eliminate prejudice and give private college graduates fair and just treatment. From the micro perspective, first of all, private colleges and universities should face up to the problems existing in their own development and strive to find a breakthrough. Secondly, combined with the characteristics of the school and the actual market demand, adjust the majors and curriculum, so as to truly make students learn. Thirdly, carry out practical and effective employment guidance and college students' career planning, and adopt different methods for students with different characteristics. Finally, pay attention to the overall improvement of the comprehensive quality of college graduates. With more and more private college graduates going to work, the employment rate and employment quality have virtually become the yardstick to measure private colleges and universities, and the key to affecting the employment rate and employment quality of private colleges and universities is the employability of students. Private colleges and universities should find the correct positioning, highlight the characteristics, change their ideas, adapt to the employment reform and social needs, strive to explore the training mode of applied talents with practical ability, and seek a place for students in the employment competition with the help of multiple subjects.

Recommendation

Great educator Zhu Xi once expressed his understanding about Confucius education ideas as "He strived to teach in accordance with student's aptitude. No one should be given up cause great man make great achievements while common people makes initial." This education thoughts should be highly appreciated and implemented. To improve the employability of graduates and strive to cultivate innovative talents with core competitiveness has become the urgent reform focus of private colleges and universities in China. Therefore, private colleges and universities should differentiate their training mode with public colleges and universities in accordance with their students, which will be so much helpful to improve their graduates' employability. This paper suggests that it is feasible for private colleges and universities to adjust their talent training mode according to social needs, which can better improve the employability of their graduates. Differentiated specialty construction mode like changing teaching methods, changing target orientation, innovating curriculum system and adjusting assessment methods should be advocated.

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Research on the status quo of small children's art training institutions outside school -- Take Xiang 'an Qingmiao Painters Children's Art training Institution as an example

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Abstract

With the continuous development of economy and the continuous improvement of national quality, modern people pay more and more attention to education. Now the education has really required to achieve moral, intellectual, physical, beauty and labor comprehensive development, aesthetic education has been more and more attention, a large number of art training institutions outside the school emerged in this context, in recent years the development is also very rapid, all types and scale of art training institutions mushroomed like the rise. Most of the art training in the market is still dominated by large art training, so how do small art training institutions survive in such market competition, how can they stand out and ensure that they will not be swallowed up by large institutions? Through literature research to understand the status quo of out-of-school art training institutions, and then through literature, interviews, questionnaires and case studies to summarize and conclude the status quo of small art training institutions, and put forward the corresponding conclusions and improvement methods, so as to promote the sustainable development of out-of-school children's art training institutions. It provides reference and inspiration for contemporary people to develop art education related research. In this paper, the current situation of children's art training institutions and the problems found in them put forward the corresponding countermeasures and suggestions.

This paper is defined by the research background and the corresponding concept, research questions, research objectives, research scope， research significance, theoretical framework, hypothesis, literary criticism, research methods, findings and conclusions, suggestions, citations, etc. The research scope of research significance, theoretical framework, assuming that the current situation of the young to draw the small fine arts training institutions are analyzed, and literature review on the research status of off-campus art training institutions do explained, finally the research methods, findings and conclusion, Suggestions for small problems existing in the fine arts training institutions solutions and Suggestions are put forward.

Keywords: small art training institutions outside school, small art training status of Young seedling painters

Research background

In recent years, with the continuous change and development of education curriculum reform, people's understanding of quality education is getting higher and higher, quality education is popular, and art education, as an important part of quality education, has been widely concerned by people from all walks of life. As an extension and supplement of school art education, out-of-school art education makes a positive contribution to supplement the blind spots of society, family and traditional education, and gets more participation and participation from relevant national institutions and practitioners, as well as more choices from parents and children. In the increasing demand of art education, art training institutions outside school emerge at the historic moment and develop faster and faster (Howard.Gardner, 2008). Since the 1990s, in addition to the continuous development of government-supported social public education, out-of-school art institutions operated by individuals have also experienced changes from small scale to large chain institutions, and out-of-school art training institutions for children have entered an unprecedented period of development.

In the past the study of various off-campus art training, most people are focusing on research institutions, and ignore the existence of small institutions, then in large art training institutions occupy off-campus art training, the main market at the same time, the existence of small art training institutions also has a certain significance, which is how to survival and development? What are the advantages and disadvantages of its teaching mode, teachers and teaching environment compared with large art training institutions?

1.2 Definition of related concepts

1. Definition of after-school fine arts education

After-school art education refers to the use of the rest of the after-school time in addition to the school curriculum plans and standards. A variety of targeted, planned, organized art education activities for students. [1: Refers to all kinds of art education other than the school classroom education of the national art curriculum standard, such as art training institutions, children's palaces, art museums and all kinds of private art teachers. The former Soviet union writer Kailov pointed out in Pedagogy: "In addition to the school, various departments and groups for children by a variety of education, the breeding work, called the children's activities outside." □ [2] school fine arts education is compared with the school fine arts education in the concept of, outside the school fine arts education teaching objects include all people, not only for children, adolescents, and adults (Chang Run-lun, 2000). The teaching method of out-of-school fine arts education is flexible, the implementation object is wide, and the implementation content, implementation time and site have greater freedom, so the diversity of out-of-school fine arts education has been formed.

Definition of training institutions

Training institutions refer to educational purposes, with a certain level of teachers, the need for education departments to give certification and obtain social force education qualifications. There are various types of training institutions, which are divided according to the nature of running schools. There are public welfare, education, economic services and so on (Ding Ningy, 1996). Will have professional skill from its raise purpose, leisure entertainment, type, and so on, including comprehensive, professional and so on.

3. Definition of art training institutions for children outside school

The concept of children first appeared in the Middle Ages. In different historical periods, people in different fields defined the concept of children differently (Fan Qiongfang,2002). In our country, people have different definitions of children. In the fifth edition of the Modern Chinese Dictionary, children are defined as "juveniles". The legal definition of "child" is 0 to 18 years old. Internationally, the term "child" refers to anyone under the age of 18 in the United Nations Convention on the Rights of the Child. In psychology, human childhood is between the ages of 3 and 15. Each discipline has different understanding and definition of the age of children, and there are many disputes about the age of children, but it is generally accepted that 0-14 years old is the childhood period, because this age stage is just in preschool and primary school (Pedagogy by Jt Jing,1948).

In the history of art education, educators divide children into different stages of painting development and cognition. The most representative research on the development stage of children's painting is mainly RON Field, an American child educator. After referring to the development stage theory of many researchers, he divided the development stage of children's painting ability into two stages of complete silence (age 2 to 4) and the stage before styling (age 4 to 7□)

There are six stages: age), stylization (age 7-9), clique (age 9-11), simulacra (age 11-13), and adolescence. [3] □ Howard, USA. Gardner divides children into three stages in their understanding of art: the mechanical stage (ages 4 to 7), the lack of imagination stage (around 10), and the more complex artistic view stage (ages 14 to 16). [4] The out-of-school children's art training institutions referred to in this paper refer to art education institutions organized by social organizations other than national institutions for the purpose of cultivating children's art literacy. The school has a certain scale, school space, campus security hardware, teachers and principals' qualifications, professional titles, social influence and other aspects have been strictly examined and approved by relevant national institutions (Fu Wei,2006). It is not an unregulated teaching institution run by some individuals without qualifications.

Research Problems

1. The status quo and analysis of art training institutions outside school
2. Status analysis of small art training institutions

3. How can small art institutions survive better in the market

Objective of the Study

This study in China Xiamen Xiang Ann area outside the small young "draw" the fine arts training institutions the research object, try to the typical case of education management of related theory as the instruction, with quantitative empirical method for the path, in the case on the basis of full investigation and study analysis, attempts to summarize xiang 'an area small fine arts training institutions outside of their own characteristics, At the same time, it finds the common problems and puts forward the corresponding improvement measures, in order to provide theoretical resources for the further development of the small art training institutions outside the school in this region.

Scope of the Study

The specific object of this study is the art training institution of "Green Seedling Painter" in Xiang 'an District, Xiamen City. Based on this case, we hope to summarize the general characteristics of "small art training institutions outside school" (Li Lijia, 2007). Therefore, the research scope should be defined from the following aspects: 1. From the classification of public and private, what the author studies is the after-school supplementary part of public school fine arts curriculum, that is, private after-school fine arts training institutions; 2. 2 in size, this research has focused on off-campus art training institutions in the genre of "small training institutions", in particular, the current academic circles about the definition of "small training institutions" inconclusive, small training institutions in the recruitment of students scale in this study as a standard of judgment of miniaturization and large, in combination with the author's investigation data, Treat institutions with around 120 students as small training institutions; 3. From the perspective of training objects, the author mainly studies art training in primary school and the following stages, which is aimed at children aged 3-12 years old. Moreover, the training stage belongs to the "enlightenment" period, which is different from art education in the college entrance examination (Liu Yingying, 2015). To sum up, the scope of the author's research can be summarized as "a small out-of-school art training institution in Xiang 'an District, Xiamen city, which mainly conducts art enlightenment education with children aged 3-12 as the training subject".

Research Significance

For a long time, outside art training institutions in the development of their own at the same time, but also interested in art, talented □ can provide a professional art education platform for learners. And the children's art training institutions outside school with its advantages of openness, diversity, flexibility, won the choice of students and parents (Qian Chuxi,2013). As people become more and more educated about art, attach importance to the value of art education outside the school is also more and more deep understanding, so that the school art education flourish. Out-of-school art organizations are growing. With the pace of The Times, out-of-school children's art training institutions are constantly forging ahead, exploring new diversified ways out, and making contributions to China's education from their own point of view. However, people are at a loss to start with the numerous out-of-school art. Is it more secure to choose large off-campus art training institutions or small art training institutions have more personalized teaching effect?

In off-campus art training, the first thing we think of big institutions, retail chains, for small fine arts training institutions or individual studios nature is too little, we are all attention so small fine arts training institutions in recent years more and more, also more and more parents abandon big fine arts training institutions, to choose a small fine arts training institutions, what are the reasons? Where are the advantages of small art training institutions? Compared with large art institutions, what are their disadvantages and how can they be improved? This article mainly through to the "green crops will painter" description and analysis of the status quo of training institutions, analyzes the present situation of small fine arts training institutions outside advantage and deficiency, let people for today's small fine arts institutions have a new understanding and affirmation, studies its status quo and training to related people in the fine arts education and school of children's art institutions set up and teaching some practical guiding significance (Rougfeld, J. Creation and growth of the mind, 1993). It plays a positive role in promoting the social attention of art education and spreading the correct view of art education for children outside school. At the same time, it is also hoped that the problems and shortcomings of the institutional research can enable the small institutions outside the school to self-examine and improve.

Theoretical Framework

Due to market demand, the number of art training institutions outside the school is increasing day by day, and they all have a lot in common: each institution is doing the allocation and improvement of teacher resources, enriching the diversity of teaching methods and courses, and creating a good teaching environment. However, they also have disadvantages: due to the demand of profit, many studios focus on how to recruit students. They pay attention to the quality of teaching, but the importance is far less than that of recruiting students. However, the teaching effect often plays a pivotal role in the long-term operation (Tian Huishen,1996). Secondly, the reserve and training of teachers is also very important. How to make teachers better match the teaching needs after the source of students. The above is the summary of the development status of all art training. The author summarizes the advantages and disadvantages of small art training institutions through the study of the case institution of the small art training institution of Young Miao painters.

Advantages: 1, a small fine arts training institutions faculty is stable, the main source of teachers are himself or is a partner institutions, an operator can have individual teacher recruitment, but relatively major teachers structure is relatively stable, even hire temporary teachers resigned, nor in the course of the entire training institutions to teach. 2. Teachers in small art training institutions can adjust and modify the courses in time, and change the teaching effect at a faster speed. Because they develop the course by themselves, they can see the advantages and disadvantages of the course immediately after taking it, and they can make corrections immediately after class (Yang, 2012).

Faults: 1. Generally speaking, the business area of small art institutions is relatively small, and the use of class space is limited, so they cannot recruit large areas of colleges. 2. The curriculum system development and research ability of small art training institutions are relatively weak, and they cannot achieve a special comprehensive picture (Yi Shaw, 2013). After all, there is no special teacher in the research and development of courses, and teachers can only carry out curriculum research and development in their spare time. Then give corresponding suggestions, give the corresponding small institutions a reference for rectification, promote the benign development of small art training institutions outside the school.

This study in China Xiamen Xiang Ann area outside the small young "draw" the fine arts training institutions as the research object, respectively from two aspects of product and management, from the brand construction, teachers, students, training mode, supporting facilities, service scope etc. (according to increase or decrease your research) multiple dimensions, by using the method of questionnaire and interview, the object of study on sufficient investigation and study analysis, On this basis, summarize the characteristics of small art training institutions in this area, and through horizontal comparison with large training institutions, summarize the advantages and disadvantages of small training institutions, and finally put forward targeted improvement measures for the problems (Yin Shaochun, 2009). The whole research starts with typical cases of small art training institutions, rises from general research to general summary, applies the theoretical tools of educational management to specific practical projects, compares theory with practice, guides reality with theory, adjusts theory with reality, and finally forms a complete closed loop of research.

Hypotheses

Assumption off-campus small fine arts training institutions to set up their own art teaching characteristics (such as a clear difference in the painting style or clear painting), to have a unique style, then to be able to occupy a greater advantage in the market, is a style of the picture and the fields are in a wide range of disciplines, is a subjective consciousness to express the dominant discipline, It is almost impossible for an institution to make all painting styles and fields very comprehensive, in-depth and extreme. Therefore, it is very important to determine its own characteristics. With its own personality, it can survive in the market relatively no matter how the market competition changes.

Teachers in small art training institutions are stronger in curriculum innovation and research ability than teachers in large art training institutions, and their personal characteristics will be more obvious and personalized. If teachers of small art training institutions can do better in the system and cohesion of the curriculum and reach the level of large institutions, then the market competitiveness of small art painting training institutions will exceed that of large art training institutions.

If small art training institutions do not correct their shortcomings, it will be difficult to survive in the competition of the large market in the face of strong market competition (Zhang Xueni, 2020). After all small art institutions in the recruitment of students propaganda means and way is not as good as big institutions, organizations can through a variety of online or offline advertising channels of publicity, strengthen its own profile and most of the small art institutions training institutions recruit students is by word of mouth and parents, so small institutions to survive for a long time, it is important for its own comprehensive rectification or.

Literatures Review

Domestic research status

In China, people attach great importance to the study of the value of art education. With the development of out-of-school art education, the research on its value has been paid more and more attention by scholars and experts. In his new Edition of Fine Arts Education published in 2009, Yin Shaochun pointed out that out-of-school fine arts education, as an extension and expansion of in-school fine arts education, is an important part of civic fine arts education and plays a positive role in national quality education. For many years, the magazine "China After-school Fine arts Education" has discussed after-school fine arts teaching in the form of examples and pictures, and organized national special seminars. The Excellent Course of China's Famous After-school Fine Arts Education Institutions, published by children's Fine Arts Committee of China Artists Association and Southwest Normal University Press, shows the new achievements and new features of after-school fine arts education in China in the form of curriculum cases, which has a positive inspiration to after-school fine arts education.

In 2013, Xiao Yi's monograph Research on Out-of-school Fine Arts Education published by Hunan Fine Arts Publishing House systematically studied the out-of-school fine arts education system, and also emphasized the value of out-of-school fine arts education to individuals and society.

In 2006, Fu Wei, a graduate student of Capital Normal University, completed his paper "Complementary Advantages and Win-win Cooperation", which made a comparative study of school art classroom and off-campus children's palace from an empirical perspective and reflected on the practical phenomenon of off-campus art education.

In 2009, Under the guidance of tutor Tao Xuquan, Zheng Bingning of Sichuan Normal University completed his master's thesis "Reform and Practice Exploration of After-school Children's Art Education Curriculum In Chengdu Area", which mainly discussed the current situation and problems of regional after-school art education, and gave corresponding solutions and relevant thoughts. □

In 2015, Liu Yingying of Wenzhou University completed her master's thesis on the Status quo and Countermeasures of Off-campus Art Training Institutions

Study one by Wenzhou area outside school children's art teaching as an example, Wenzhou area outside school children's art training institutions

The present situation of teaching is investigated, and then the corresponding countermeasures are given in combination with its characteristics.

In 2017, xiao Yi published the academic theory Analysis and Countermeasures on The Current Situation of Out-of-school Fine Arts Education in China, which discussed the characteristics and current situation of out-of-school fine arts education, as well as the countermeasures and suggestions for strengthening the research of out-of-school fine arts education

In 2012, Guo Liwei of Northeast Normal University published his master's thesis "Strategy Research on innovation and Development of Out-of-school fine arts education for children in Changchun area", which mainly analyzed the general situation and existing problems of out-of-school fine arts education in cultivating students' innovation and development, and made a summary and thinking.

Research Methodology

The following research methods are used in this paper:

1. Literature research method. Retrieval of relevant literature, and read a large number of relevant books, sorting and summarizing, to provide solid theoretical support for the paper. The author searched literatures related to social art training mode from CNKI and read and analyzed them, which gave the author better ideas and laid a foundation for a better understanding and study of the status quo of small art training institutions.

2. Case study. The author of a Xiang 'an district of young artists art education outside children's art training institutions to track the investigation, peep outside art education small art training status.

3. Interview and questionnaire survey: Through interviews with the principals, teachers and parents of The Art training institution of Qing Miao Painters, the current situation is understood and relevant first-hand information is obtained.

Finding and Conclusion

Small out-of-school art training institutions need to rationally locate the problems existing in out-of-school children's art training institutions and explore the solutions

1. Under the influence of the market economy, the problem is becoming increasingly prominent due to the promotion of market demand, the after-school art training industry shows a hot phenomenon, many children's art □ training institutions spring up like mushrooms. According to incomplete statistics, there are

more than hundreds of thousands of aesthetic education institutions in China. It is not difficult to see from the market that the good and bad of out-of-school children's art training institutions are mixed, and the course homogenization is serious. Homogenization of curriculum is a common problem in out-of-school children's art education institutions, such as imitation among peers, undifferentiated teaching between headquarters and branch schools, etc. Many institutions mechanically copy the teaching materials of other institutions without considering their own curriculum and teaching characteristics in the learning process. Teachers need to combine the basic situation of students and their own professional expertise in the subject and teaching mode. Only by improving the loyalty of students and parents can the influence of the organization be continuously enhanced (Zhong Li, 2018). Nowadays, many out-of-school art education institutions excessively pursue the growth of market and economy while ignoring the essence of art education.

2. Outside the small fine arts training institutions should strengthen the overall research, promote the sustainable development in the early institution to enhance and improve their teaching level and the service scale, set up a good image, inside and outside and repair, integration management, at last, through the improvement of teaching quality, to increase loyalty for students and parents services, to the influence of the hoisting mechanism. Teachers of after-school art education should make clear the connotation of core accomplishment, what is art and aesthetic education. In today's socialization and marketization of the serious influence art institutions outside the survival of the reality, the institutions should how to choice between economic interests and achievements, whether real in art education, art literacy efforts for children, but it's not the way of existence, at the same time also is the touchstone of art education training institutions really do.

Recommendation

As an art training institution, we should not only pay attention to teaching quality, but also make clear our own advantages and establish our own characteristics. Off-campus art training institutions should make clear their own way in the development process and explore teaching, curriculum, teacher management and other aspects. We should seek scale and development in stability and eliminate teaching dependence. Educators, parents and students need to jointly explore a path suitable for their own development, seek a balance between the basic characteristics of the market economy with the direct purpose of pursuing market profits and the value basis of education, highlight educational efficiency, and try to eliminate the disadvantages of excessive pursuit of economic profits and consumption behavior. In today's emphasis on quality education, art education as an important part of its more and more get people's attention, and outside the school fine arts education as a supplement and development of the school art education, from the individual level and social level play an irreplaceable role, at the same time bring people value in realizing the value of its own. More and more social people and families realize the importance of its value, so that the after-school art education institutions bloom everywhere. However, while the after-school art education market is thriving and developing, the after-school art education institutions are independent and lack of communication with each other. The autonomy in teaching also brings about the arbitrariness of teaching. In today's big data, out-of-school children's art training institutions are no longer separate individuals, and the era of independent governance has passed. Both art and education need to communicate, learn from each other. Finally, art educators outside the school should improve their own comprehensive quality, adjust with the market and the trend of art development under the core concept, and follow the trend. Finally, small art training institutions should reflect more personal characteristics, give full play to the advantages of personal characteristics and the homogenized teaching mode of large institutions on the market, and reflect the personality and characteristics of artists.

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The Impact of Organisational Culture on Corporate Performance of Multinational Enterprises. A Case of the Hewlett-Packard Company

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Abstract

The study objective is to examine the impact of organisational culture on the corporate performance of multinational enterprises using the case of Hewlett-Packard Company. The hypothesis states there is a positive relationship between organisational culture and the corporate performance of multinational enterprises. The null hypothesis states there is no positive relationship between organisational culture and corporate performance of multinational enterprises. There is quick growth in multinational enterprises in modern society. However, these companies have been struggling for survival, growth, and competitiveness. The findings of the research show multinational enterprises can increase their performance by designing and implementing a strong organisational culture. There are different recommendations provided for different stakeholders with interests in the study.

Keywords: organisational Culture, corporate performance, multinational enterprises

Introduction

Research Background

Research in organisational culture has been receiving a lot of attention over the last three decades. Existing studies have shown corporate performance is influenced by organisational culture (Raczynska & Krukowski, 2019; Nikpour, 2017; Aboramadan, Albashiti, Alharazin, & Zaidoune, 2020). There are many multinational enterprises facing challenges in developing and implementing an effective organisational culture (Alvesson & Sveningsson, 2016; Casson, 2017; Tedla, 2017). The Hewlett-Packard Company is a multinational information technology organisation that rebranded to HP Inc. in 2015 that has been used in the analysis of how corporate culture affects corporate performance (HP Inc., 2021). The company has been using its culture known as HP way for the achievement of set goals and objectives (CHM, 2017).

Research Problems

Managers in multinational enterprises have been struggling in facilitating the survival of their companies in the modern, rapidly changing and competitive marketplace (Casson, 2017; Tedla, 2017). There is an increase in global price competition and customer demands, and managers have been facing difficulties in establishing effective organisational culture, which according to Nikpour (2017), influences corporate performance. Lack of effective organisational culture has been causing poor performance and productivity in multinational enterprises. Managers need to understand the importance of designing and implementing organisational culture, which can help in the transformation of corporate performance in multinational enterprises (Schein & Schein, 2017). The general problem has been the lack of effective strategies for establishing effective organisational culture, which can improve performance in multinational enterprises and better integration with other company elements.

Objective of the Study

1.To assess organisational culture in multinational enterprises using the case of the Hewlett-Packard Company.

2.To evaluate organisational culture on corporate performance in multinational enterprises using the case of the Hewlett-Packard Company.

3.To assess how to improve organisational culture in multinational enterprises using the case of the Hewlett-Packard Company.

Scope of the Study

The study is primarily focused on organisational culture and how it influences corporate performance in multinational enterprises. These two variables have been evaluated in line with the identified research problem and objectives using Denison's organisational culture model. Moreover, it utilises the case of Hewlett-Packard Company, which is a multinational enterprise that represents other companies operating in the global context. The study is also limited to the approach of secondary research analysis. In this case, the research will utilise existing studies on the area of study. The researcher will only evaluate secondary data in addressing the study problem, objectives, and hypotheses.

Research Significance

The research results will be useful to managers at Hewlett-Packard Company and other multinational enterprises in the private sector who have been facing challenges in designing and implementing organisational cultures that can influence performance. According to Nikpour (2017), it will ensure organisational cultures implemented in multinational enterprises can positively change behaviours, values, actions, as well as attitudes of all the members of the companies. The research findings will enable managers to acquire new skills, knowledge, and experiences for enhancing their managerial role in designing and implementing organisational culture. A study by Aboramadan et al. (2020) established organisational culture advances performance, and managers will learn how they can maximise this in their companies. Other researchers will benefit from this study because they will understand the areas that need further research.

Theoretical Framework

Denison's organisational culture model serves as the theoretical framework of the current study because it presents four elements, including adaptability, mission, consistency, and involvement, which are vital aspects of culture and influence organisational performance (Schneider, Ehrhart, & Macey, 2013). The theory shows how managers in multinational enterprises perceive organisational culture and how this can affect effectiveness in the company. The model makes it easier to understand how organisational culture integrates strategies, leadership approaches, employee performance, and ethical issues. This can shape an effective organisational culture, where all members understand each other and interact positively, leading to the creation of a collaborative working and business environment, increasing corporate performance (Putthiwanit, 2015).

Hypotheses

The study examines the link that exists between organisational culture and corporate performance. These variables have led to the formulation of the research hypothesis and null hypothesis:

1.H1: There is a positive relationship between organisational culture and corporate performance of multinational enterprises.

2.H0: There is no positive relationship between organisational culture and corporate performance of multinational enterprises.

Literature Review

Organisational Culture

According to Alvesson & Sveningsson (2016), organisational culture accommodates different norms that all members of the company ascribe to in the working environment and setting, thus shaping experiences, actions, and behaviours, which can enhance performance and productivity. It determines how stakeholders relate and interact. On the other hand, Tedla (2017) notes organisational culture represents the values, beliefs, and behavioural patterns that play a significant role in differentiating one company from the other. It is therefore seen as a system of values that help in driving people decisions and choices in the working and business environment. There are many qualities of great organisational culture, including alignment, appreciation, trust, performance, resilience, teamwork, integrity, innovation, and psychological safety

(Alvesson & Sveningsson, 2016; Aboramadan et al., 2020). The types of organisational cultures include clans. Adhocracy, hierarchy, and market culture and managers use them in shaping organisational direction and strategies (Heinz, 2019). For instance, the organisational cultural focal points can influence employee actions, relations, and interactions, as well as commitment towards the achievement of set goals and objectives.

Corporate Performance

Corporate performance represents the actual results that a company realises in the marketplace as compared to desired performance, as well as the successful execution of organisational parameters in the working and business environment (Manna, Sahu, & Gupta, 2019). There are different characteristics of multinational enterprises performance that managers have to consider, including very high assets and turnover, the network of branches, quality products and services, effective control, continued growth, right skills, marketing and advertising, and sophisticated technology (Ghauri, Fu, & Vaatanen, 2017).

Organisational Culture and Corporate Performance

According to a study by Nikpour (2017), organisational culture helps in combining non-human and human resources, thus establishing strong teamwork that leads to excellent performance. There are different sources of organisational culture, including learning experiences from company members, beliefs and assumptions of managers, business practices, characteristics of stakeholders, company ethics and structure, as well as property rights, among others (Tedla, 2017; Aboramadan et al., 2020). A healthy organisational culture is vital for promoting a vision of excellence in the organisation. Managers have to ensure there is a strong organisational culture, which ensures employees have common views, values, beliefs, and goals, leading to improved corporate performance. The finding is supported by a study conducted by Putthiwanit (2015), which found strong organisational cultures influence employees attitudes and performance due to high motivation and engagement levels. Moreover, organisational employees easily and quickly adapt to changes if the organisational culture is strong.

On the other hand, strong organisational cultures can be used by manager's in complementing existing formal rules, guidelines, and regulations (Tedla, 2017; Schein & Schein, 2017). For instance, the culture can establish communication channels, standards, and trends, thus enhancing the flow of ideas and information among stakeholders, which plays a vital role in increasing corporate performance. Existing studies have established a positive relationship between organisational culture and corporate performance (Aboramadan et al., 2020; Alvesson & Sveningsson, 2016; Schein & Schein, 2017). Notably, the studies established employee empowerment, external focus, collaboration, orientation, and performance tendencies are strongly linked to organisational culture. In addition, organisational culture influences the level of awareness and satisfaction among employees, which can affect decision-making, communication, problem-solving, as well as efficiency in the workplace (Tedla, 2017). In this case, organisational culture has the ability to influence all the current and future functions of the company.

Research Methodology

The research adopted secondary research, which is a study method that uses existing data and information in addressing research problems and objectives (Ruggiano & Perry, 2019). In this case, secondary sources have been used in generating the data and information that have been summarised and collated for solving the research problem and answering research hypotheses and objectives. Different published sources, including journals, books, and other materials presented via websites, were evaluated. The researcher generated published sources using online library databases, specifically Google Scholar, Google Search Engine, Academic Search Premier/EBSCO Host, Directory of Open Access Journals, Sage Journals, ProQuest, and other online public library electronic databases. There are different keywords that the researcher used in generating the secondary sources that contained the information used in answering the research issue in this study. The keywords enabled the researcher to acquire different sources whose inclusion and criteria was the research objective, problem, and hypotheses. The research focused on the secondary sources that were addressing the area of focus. The collected data were analysed using the thematic data analysis approach. The method is effective in analysing secondary data through identification, analysis, and reporting of repeated patterns and themes (Nowell, Norris, White, & Moules, 2017). It also facilitates the interpretation of the constructed themes.

Finding and Conclusion

Findings

Data on the impact of organisational culture on the corporate performance of multinational enterprises were collected from 17 secondary sources. The study findings have shown there is a positive relationship between organisational culture and corporate performance in multinational enterprises. The data is presented in table 1 below:

Table 1

Research Findings

Studies	Finding
12	Organisational culture improve corporate performance
5	Organisational culture partially improve corporate performance
0	Organisational culture does not improve corporate performance

An analysis of the company revealed managers at the Hewlett-Packard Company acquire sufficient data and information for designing and implementing strategies that enhance the effectiveness of organisational culture, thus increasing corporate performance (Jardin, 2019; CHM, 2017; HP, 2021). This is presented in figure 1 below:

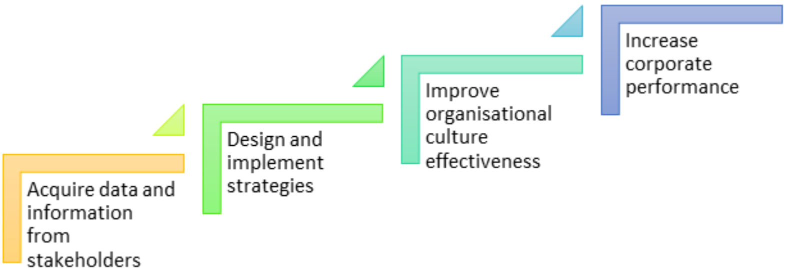

Figure 1: Findings from Hewlett-Packard Company

In addition, an analysis of the findings from the Hewlett-Packard Company shows a strong organisational culture can unify multinational enterprises in different areas across the world, thus advancing focus on setting goals and objectives. The findings further revealed that the managers have the responsibility of improving corporate performance in these enterprises, and this can be achieved through comprehensive knowledge of the organisational culture and its communication to all workers (Schein & Schein, 2017; Aboramadan et al., 2020). In this case, managerial effectiveness is vital for building a strong organisational culture, and this was supported by 15 studies out of the 17 as presented in figure 1 below:

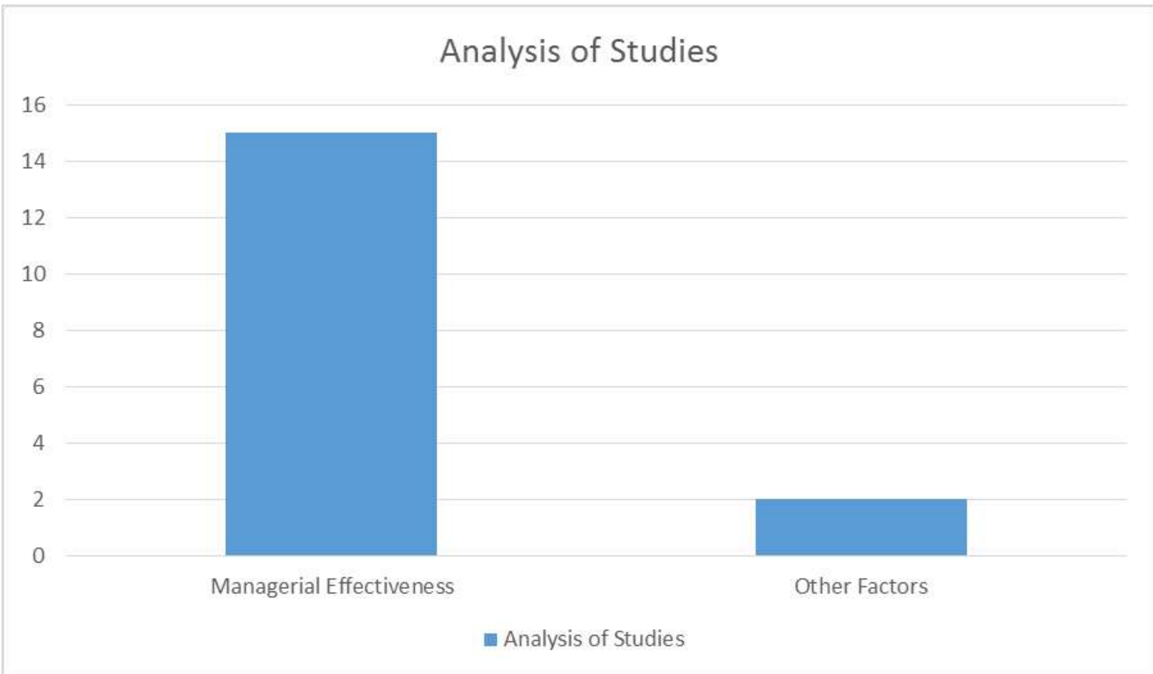

Figure 2: Managerial Effectiveness in Building Strong Organisational Culture

The findings show it is important for multinational enterprises to clearly outline the norms that can shape employees experiences, actions, and behaviours for improving corporate performance, and this has been reflected at the Hewlett-Packard Company (Jardin, 2019; CHM, 2017; HP Inc., 2021). The findings show there are different organisational elements that need to align with organisational culture, as presented in figure 3 below:

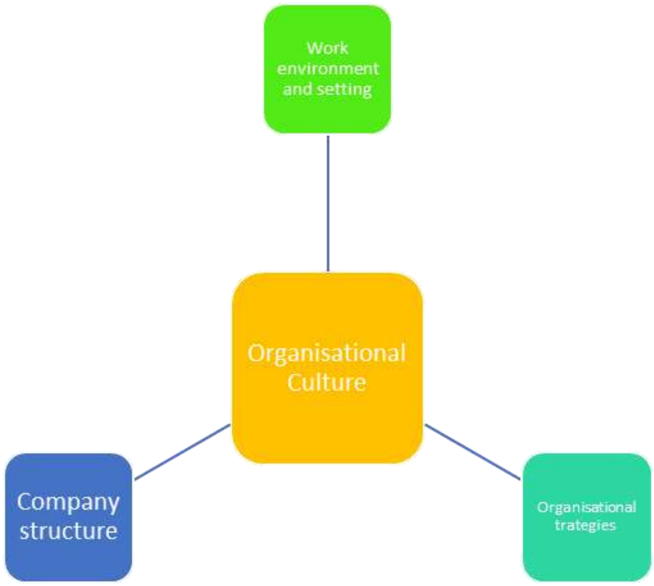

Figure 3: Elements for Aligning with Organisational Culture

The working environment and setting, strategies, and structure need to align perfectly with organisational culture for improving performance in local, regional, and international markets. An analysis of the company showed there had been a good interplay between HP performance, culture, and strategy. The findings show a strong organisational culture ensures employees ascribe to similar values, beliefs, and behaviours, thus improving corporate effectiveness and performance (Tedla, 2017; Nikpour, 2017). In line with this, analysis of the Hewlett-Packard Company showed an effective organisational culture helps in designing a strong system of values that influences workers decisions and actions towards the realisation of set goals and objectives (CHM, 2017; HP Inc., 2021). This show the cultural focal points in multinational enterprises affect employees actions, which can determine the success or failure of the company in the marketplace. The findings are also in line with literature review results because they have shown that organisational culture plays a significant role in integrating human and non-human resources, thus improving corporate performance (Tedla, 2017; Jardin, 2019).

Further, the findings show organisational values, expectations, and practices that play a vital role in guiding and informing the actions of team members, which enhances organisational performance and the creation of sustainable competitive advantage (Tedla, 2017; Schein & Schein, 2017). For instance, a study conducted by Putthiwanit (2015) established corporate managers are focused on the establishment of effective organisational culture, which integrates with company culture and improves business performance. Another study by Nikpour (2017) established cultural integration helps in the maintenance of effective communication, productivity, and performance. It was established multinational enterprises should be focused on expanding their business scope and growth, and creating a culture that is appropriate for diversified companies can be challenging for managers as compared to a single company (Ghauri et al., 2017; Putthiwanit, 2015). On the other hand, a study by Aboramadan et al. (2020) established poor cultural integration by managers is a problem in diversified business organisations, and this affects corporate performance and shareholder value, and it needs to be addressed for future growth and productivity. A study conducted by Putthiwanit (2015) found that cultural differences among stakeholders are a major barrier to the achievement of corporate performance.

Conclusion

The research has used the secondary analysis method and thematic data analysis approach in collecting and evaluating data and information. The study results have led to the conclusion that organisational culture influences the corporate performance of multinational enterprises, as reflected at the Hewlett-Packard Company. Existing studies show many managers in multinational enterprises are struggling in developing and implementing effective organisational cultures, which can help in the transformation of corporate performance. It is concluded that the general problem is on lack of strategies for supporting the formulation of effective organisational culture, which can improve performance in multinational enterprises in different global contexts. The study suggests organisational culture influences all aspects of the company. It acts as a support mechanism that guides emotions, habits, decisions, and behaviours, which influence corporate performance. In addition, it can be concluded that most managers have been struggling in promoting business excellence initiatives due to poor development and integration of organisational culture, especially in multinational enterprises. Managers in multinational enterprises play a vital role in studying different cultures in the working environment, which shape how effective organisational cultures are formulated. In summary, the results of the research contribute to the growing body of knowledge on organisational culture and corporate performance, where it has been established that these variables share a positive relationship.

Recommendation

Based on the above analysis, literature review, and research problem, there are different recommendations that can be provided in relation to the impact of organisational culture on corporate performance of multinational enterprises using the case of the Hewlett-Packard Company. It is recommended that managers in multinational enterprises need to ensure organisational culture is linked well with the set mission, vision, values, leadership approaches and is consistent with goals and objectives. Moreover, it is recommended that managers in these companies need to involve all stakeholders in designing and implementing an organisational structure, which will ensure all employees are focused on similar views, beliefs, actions, attitudes, and behaviours, which can enhance corporate performance. Further, it is important for the manager to consider the needs and expectations of employees in different nations in designing a strong organisational culture. On the other hand, future research can be conducted on how to design an effective organisational culture.

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Research on Target Cost Management of Electronic Manufacturing Industry

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Abstract

At present, with the continuous growth of China's market economy, the competition in the electronic manufacturing market has begun. In electronic manufacturing, controlling target cost under the premise of guaranteeing quality is the key point of enterprise survival and development. But at present, most enterprises have many problems in the target cost management, resulting in these problems behind the management of backward ideas, resource allocation and the lack of human factors. The author studies target cost management of electronic manufacturing industry from the following points.

Key words: Electronic manufacturing industry, Target cost, Management

Introduction

Under the macro-control of developing market economy, China has opened up a huge domestic and foreign market for electronic manufacturing industry. Numerous electronic manufacturers have sprung up. For the huge number of labor force and the implementation of national policies, the cost of electronic manufacturing industry has brought a huge compressible space. In the electronic manufacturing market, China's private enterprises have a great development advantage, constantly improve the level of technology, China made into China created. Therefore, target cost control the system is of great research value to the development of the company and the market economy of our country.

Research Background

There is a great difference between electronic manufacturing industry and other manufacturing enterprises. Compared with other manufacturing industries, the products of electronic manufacturing industry have high technical content, and have high requirements for the professional knowledge of employees and the scale of capital of enterprises. The cost management of the enterprise has the following characteristics: the composition of the cost of electronic products is more diverse; Innovation is the main melody of cost management; Period cost is high, manufacturing cost is relatively low; Labor cost plays a decisive role in enterprise cost management.At present, there is a great difference between electronic manufacturing industry and other industries in China's market economy. In the electronic manufacturing industry, professional technology, the quality level of all employees in the company, business ability, the company's capital chain are the necessary factors to determine whether the company can develop and expand. For example, in the manufacturing of computer peripherals, the required technology involves electronic information technology, human engineering technology and so on. The electronic manufacturing industry needs to develop, but in the process of development, whether the capital is sufficient has become a big problem. So you have to pair electrons.Target cost management for manufacturing industry. Cost plays a decisive role (Yang, 2017). The cost of electronic manufacturing industry is divided into several categories, including technical cost, manufacturing cost and labor cost. Then in the management of labor cost, if properly managed, the overall development of electronic manufacturing industry will provide a huge capital chain.

Research Problems

This paper mainly introduces the electronic manufacturing industry target cost management topic background, research purpose and significance. This paper summarizes the research results of target cost management at home and abroad, and puts forward the research contents and methods of this paper on this basis. Then according to the theoretical literature, the status quo of target cost management in electronic manufacturing industry is analyzed.According to the current situation, summarize the existing problems of cost management and analyze the corresponding causes.It mainly includes the lack of adaptation, the traditional target cost management backward, the lack of resource allocation, the lack of human factors.

Objective of the study

In recent years, The rapid development of China's economy, especially in the manufacturing industry, known as the "world factory", with large production capacity, Low labor costs, flexibility to respond to market changes, a certain level of competitiveness in the world, It generated a large trade surplus and contributed to the accumulation of national social wealth. However, incommensurate with this is the enterprise cost management level is relatively backward, in the comprehensive cost of a large part of the backward management formed, Cause a lot of waste of human and material resources, directly affect the economic benefits of enterprises. After China's accession, the flow and allocation of resources around the world have been greatly strengthened.Enterprises have to face more intense competition at home and abroad, how to strengthen target cost management, improve enterprise competitiveness,China's electronic manufacturing industry has become a problem to be solved. Based on this, this paper points out the existing problems in the cost management of the electronic manufacturing industry through the analysis and research of the current situation of the electronic product manufacturing industry, explores and puts forward the method of modern target cost management of the electronic product manufacturing industry, carries out scientific and reasonable management of the cost of the enterprise, so as to improve the economic benefits of the enterprise， to achieve the purpose of enhancing the comprehensive market competitiveness of enterprises.

Research Significance

Through the target cost management of electronic manufacturing industry research, effectively from the perspective of the enterprise, combined with the objectives of various departments.The establishment of the common goal of the unified enterprise, combined with the relevant departments to implement the responsibility, so that each department can bear the corresponding responsibility, so that the target cost is for all the staff of the enterprise, truly everyone involved. Cost objectives that motivate and promote the positive development of employees in all departments.And further broaden the cost management thinking, mutual extensive learning and communication, and constantly create and put forward suggestions for improvement, all staff to improve the level of management, so that the core competitiveness of the enterprise to achieve greatly improved.

Theoretical framework

The frame structure is shown in Figure 1:

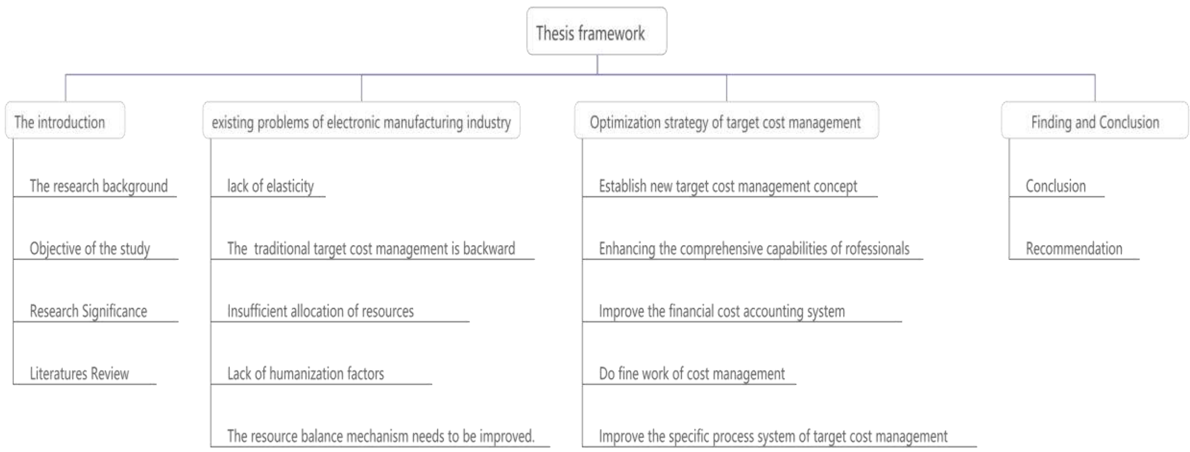

Figure 1

Literatures Review

Zhang (2016) Foreign scholars mainly study the management methods and ways of target cost management. And combined with the actual enterprise, let it establish a stable system, the main theory is how to let the enterprise's external and internal factors organic adjustment, stand in the perspective of managers to make full use of target cost management, let it is no longer a way to cope with, and improve the financial situation of the enterprise, to achieve the ultimate goal of reducing costs. Ji (2017) However, there are few theories of target cost management in electronic manufacturing industry abroad and there is no complete system structure. Domestic scholars in academic research, analysis, exploration and practice to deepen the application of target cost management, in theory discussed how to achieve the goal, reduce the purpose of cost management, make the content of cost management work become novel, to target cost management elements and points out the direction.

Scope of the study

In view of the current world electronic manufacturing market, China's electronic manufacturing industry is developing very rapidly in private enterprises, but in the process of developing too fast, related problems also emerge.For example: lack of elasticity,the traditional target cost management is backward,Insufficient allocation of resources,Lack of humanization factors and so on.

1. Lack of elasticity

Good management of capital chain has always been the lifeblood of electronic manufacturing enterprises. But in management, the enterprise lacks flexibility. Companies often focus on managing within costs. Attention is limited, so when enterprises pay attention to cost management, that is, to the internal management of enterprises, it will cause the loose external management of enterprises, resulting in inaccurate management focus. When an enterprise has a sudden situation, for example, the raw material cost of the electronic manufacturing industry falls sharply, it is undoubtedly a fatal blow to the enterprise. Therefore, in the enterprise cost management, the management focus must be out of the overall consideration, both inside and outside the enterprise to be considered. Taking consumer demand as the target and providing demand for consumers as the basis, the company has established its own position in this global business war through contingency management methods . The order of cost management needs to be strengthened. Through the investigation, it is found that there is confusion in the cost management of electronic manufacturing enterprises. Some enterprises usually focus on the cost management of the enterprise's internal finance, for other cost management has been ignored. Enterprises in human resources, technology research, science and technology research and development and other links of the management is not systematic, in the cost calculation, for the calculation of financial costs more attention, but for science and technology research and development, sales and publicity is not easy to calculate the specific amount of the cost calculation work needs to be strengthened. Hao (2018) suggest that The existence of these phenomena is easy to lead to omissions in the production and operation of enterprises, which has caused certain obstacles to the implementation of fine management.

2. The traditional target cost management is backward

For the target cost management of electronic manufacturing enterprises in China, the backward management mode is fatal. Some enterprises only consider the immediate interests, not the whole world market.

In management, most enterprises just focus on how to save materials and manpower, but do not think about how to solve these problems to raise costs. We should take a broad view on technology, through the technology of the leading material and manpower to achieve no waste or greatly reduce waste. Whether the enterprise can run in the long run.The survival of the enterprise depends on whether the enterprise can look at the root of the matter. Therefore, in the current cost management in China's enterprises, the backward management mode is one of the reasons for the cost can not be reduced.The reliability and comprehensiveness of cost information need to be strengthened.The reliability and comprehensiveness of the enterprise in the collection of basic cost information need to be strengthened. At present, the cost calculation of electronic manufacturing industry pays more attention to the specific cost of purchasing raw materials, production costs and labor costs, but the cost calculation of labor services and scientific and technological research and development in the follow-up use of products is not systematic enough, and the collection of relevant data is not perfect and accurate. At the same time, in the cost calculation method, some enterprise calculation methods can not well adapt to the needs of the current enterprise development, should be improved.

3. Insufficient allocation of resources

Electronics manufacturing industry is inseparable from the supply of chips and electronic components. Although China is a "big country of rare earth" in the world and maintains a leading position in the output of non-ferrous metals all year round, the production of chips and electronic components needs a certain periodicity, and even causes losses to the country's ecological environment. At present, in the electronic manufacturing industry, the use of chips and electronic components, the lack of configuration is the main problem. Our country is only rich in rare earth, but we still need to import chips and electronic components from abroad. For current electronics manufacturing production, the use of a large number of chips is one of the causes of rising costs. Therefore, in the industrial chain, we should focus on technological innovation, maximize product function design with the least scarce resources, and reduce cost problems caused by resource allocation from the perspective of technology.Lack of perfect cost control system. Due to the limitation of objective conditions, the cost control of electronic manufacturing industry in China. The system is not perfect. More unified methods are adopted for various costs of enterprises, ignoring the changes in product demand in the market, which brings certain adverse effects to the realization of product sales.

4. Lack of humanization factors

For private enterprises, performance is the first factor to determine the development of enterprises. However, in some private enterprises, employees need to carry out the "white + black, 5+2" working mode, in which employees themselves will produce great work pressure. Then, driven by work pressure, employees' minds will become numb .For these companies lacking human factors, the main initiative of employees is completely eliminated and they are always in a passive state at work, which has an extremely negative impact on the normal development of enterprises. Employees should be in the dominant position in the enterprise. Only when employees get warm in the enterprise and feel the humanistic culture of the enterprise, can they find the problems of the enterprise in their work. When working in a good corporate humanistic culture, employees will mobilize their own initiative, constantly create new highs in performance, and make their own contributions to the development of the enterprise.

The resource balance mechanism needs to be improved.

The resource balance mechanism of electronic manufacturing industry needs to be improved. No matter for a country or an enterprise, the rational allocation of resources can stabilize the economy and achieve the goal of long-term development. At present, there are still some problems in resource allocation of electronic manufacturing industry. The allocation of capital in personnel cost, scientific research cost and product production and marketing cost has not reached the optimal allocation, and the cost management of enterprises still needs to be strengthened. The humanization degree of cost management needs to be improved.Modern enterprises pay more and more attention to humanized management. Humanized management can effectively strengthen the sense of belonging of enterprise employees and establish a good enterprise culture, which is of great significance to strengthen the competitiveness of enterprises and expand the scale of enterprise operation. At present, the humanized management of electronic manufacturing enterprises needs to be improved, and insufficient attention is paid to the social needs of employees, which is not conducive to the enthusiasm and work enthusiasm of employees, and has caused certain obstacles to enhance the cohesion of enterprises.

Finding and Conclusion

Optimization strategy of target cost management in electronic manufacturing industry

1. Establish a new concept of target cost management .

private enterprises in electronic manufacturing industry urgent need to solve the cost problem. Therefore, in the management, enterprises need to focus on the demand in the market and take consumers as the main body to carry out product reform. We should establish the product chain of enterprises, market and consumers, constantly optimize and reform the cost management concept, and reduce unnecessary capital Source waste situation. For every link in the production should be strictly controlled to ensure the normal development of enterprises.In order to ensure the effective implementation of target cost management in electronic manufacturing enterprises, it is necessary to strengthen the staff's concept of target cost management. The management of the enterprise should be finally implemented to specific employees. When carrying out target cost management, electronic manufacturing enterprises should not only strengthen the relevant understanding of the enterprise management department, but also strengthen the understanding of other departments and employees for target cost management. Strengthen the publicity of target cost management through effective supervision and publicity means, especially the internal publicity network platform and mobile intelligent terminals such as wechat, QQ, etc. According to the research findings, through the successful implementation of new modern management methods in the staff, establish the concept of cost management, effectively reduce the cost of the enterprise, the cost reduction ratio in 20%-30%. Thus, strengthening employees' understanding of cost management concept plays an important role in reducing enterprise operating costs.

2. Enhancing the comprehensive capabilities of rofessionals

For enterprises, science and technology is the primary productive force. Therefore, in the process of enterprise development and expansion, we should pay attention to the cultivation of talents. At present, the speed of upgrading of electronic manufacturing products is very fast, so professional and technical personnel need to constantly update their knowledge. In the current enterprise, the quality of the staff is generally low is normal. Therefore, enterprises should strongly encourage professionals and invest heavily in the development of enterprises. Therefore, enterprises should cultivate talents with ideas and skills, so as to provide a good technical foundation for the development of enterprises.For an enterprise, increasing profits and expanding the scale of the enterprise is always the goal of the enterprise, and reducing the operating cost of the enterprise indirectly improves the economic benefits of the enterprise. This is especially true for electronic manufacturing enterprises, products in the production of electronic manufacturing enterprises in the process of investment is very high, can only get by imports, some of the main components and related industries abroad for intellectual property protection consciousness is very strong, which directly determines the electronic product with high cost and high additional value. At present, electronic manufacturing enterprises to reduce operating costs of the main methods: first, through humanized management system and efficient management methods, stimulate the enthusiasm of the enterprise staff, under the premise of ensuring product quality, reduce labor costs, reduce the amount of management expenses; Secondly, electronic manufacturing enterprises should increase the development of scientific research efforts to improve the technological level of electronic products. Doing so can not only effectively reduce costs, but also effectively improve the core competitiveness of enterprises.

3.Improve the financial cost accounting system

If electronic manufacturing enterprises want to maintain their position and sustainable development in the torrent of market economy, then the financial management system should be perfect. In the daily operation of the company should be prepared for a rainy day, for the future may occur in the industry to make contingency plans. When financial management is carried out in the company, the management of taxation and the insurance management of the company's materials should be continuously expanded. Second, the method of financial management should be updated in time to conform to the development trend of The Times. Through the integration of big data technology Into the enterprise financial integration computer network technology, in the sharing platform to constantly seek to improve the financial cost accounting system.

4. Do fine work of cost management

The devil is in the details. For the development of the company, the budget work of the finance department is usually the guiding stone to determine how the company will develop over a period of time. So when it comes to budgeting, you need to be very detailed. For every area involved in the company, for example, labor, material costs, sales promotion, back office, etc., a three-dimensional budget needs to be built. The budget formulated by the financial department shall be responsible for the development of the company. After the budget is formulated, the relevant leaders of the company shall examine and approve it seriously and implement it. Let the budget have real effect. In the daily operation of the company, it must be carried out according to the standard of budget. In case of extremely special circumstances, it is necessary to report the use of funds in advance.When developing target cost management, electronic manufacturing enterprises should abide by the following principles: First, enterprises should abide by the principle of cost optimization. Electronic manufacturing enterprises should carry out systematic management according to enterprise objectives through perfect management system to ensure the optimization of enterprise cost state. Secondly, enterprises should implement the principle of the unification of power and responsibility. In the electronic manufacturing enterprise target cost management, to the work of employees Reasonable distribution, analysis of the corresponding salary level and work demand, improve the enthusiasm of employees. At the same time, the principle of the unity of power and responsibility should be ensured for employees' work, and employees should perform their duties well while enjoying their rights to ensure the enterpriseSmooth implementation of cost management; Finally, the enterprise should implement the principle of participation of all departments. Guo (2018) suggest When carrying out target cost management, electronic manufacturing enterprises should make clear that cost management is not only the responsibility of the financial department, but also the active participation of each department. Only by strengthening the attention of all employees to target cost management, can enterprises successfully build target cost management system.

5. Improve the specific process system of target cost management

In the process of target cost management, we need a complete set of process management, real-time monitoring of the actual target cost, timely feedback of the results, and timely repair of the problems in the management . First of all, enterprises should base on themselves, combine with the national macro-control policies, seek market outlet in their own products, and price the products produced by enterprises. Second, in the target cost management, we can not only grasp all, to refine processing, each process to carry out detail management. Third, enterprises need to use good management methods to control costs and balance the procurement of materials, use of manpower and research and development of technology. Fourth, encourage employees to actively raise problems in the cost of products. After the frontline employees raise problems, the enterprise will analyze and solve the problems in time. The humanization degree of cost management needs to be improved Modern enterprises pay more and more attention to humanized management. Humanized management can effectively strengthen the sense of belonging of enterprise employees and establish a good enterprise culture, which is of great significance to strengthen the competitiveness of enterprises and expand the scale of enterprise operation. At present, the humanized management of electronic manufacturing enterprises needs to be improved, and insufficient attention is paid to the social needs of employees, which is not conducive to the enthusiasm and work enthusiasm of employees, and has caused certain obstacles to enhance the cohesion of enterprises.

Recommendation

Target cost management is the new era of management means, electronic manufacturing industry in the development at the same time, should be based on their own. Continuous improvement of the core system in the enterprise, continuous innovation of their own technology. At the same time, look to the world market, promote the enterprise in the industry to establish a foothold, to ensure the rapid development of enterprises.

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On Popularity of Internet Celebrity Catering

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Abstract

The word Internet Celebrity becomes quite popular, which is infiltrating and affecting people's views on life, sense of beauty and values. It is the same case to Internet Celebrity catering. Its monetization ability is also being explored and amplified by many individuals and institutions that make profits from it. This paper takes the well-known online celebrity catering brand Michelle Ice City as the research object, and investigates the dietary consumption trend and causes of online celebrities through online questionnaire survey, paper questionnaire survey and theoretical analysis. The Internet Celebrity effect, consumers' understanding of Internet Celebrity, the cultural background of Internet celebrity and the quality of products provided by Internet celebrity are the leading factors to form consumers' positive preference for Internet celebrity brand. This paper analyzes the literature of Internet Celebrity economy and Internet Celebrity catering, and the Internet celebrity marketing environment. It studies how Internet Celebrity catering integrates Internet Celebrity resources, Internet resources and store entity in today's environment of rapid transformation so as to assist Internet Celebrity catering sustain and last longer than expected. Internet celebrity is a popular social, economic and cultural phenomenon. Under the guidance of contemporary mainstream cultural values, cultural background highlights and advances the Internet Celebrity popularity. As to the early stage of Internet Celebrities, curiosity, novelty and other psychologies enable them to go and punch the card. Once they complete their curiosity hunting, they are likely to turn to other Internet Celebrities for substitutes. This paper also gives some suggestions and guidance on how to keep the Internet Celebrity catering brand be recognized worldwide, and be more unique and popular and sustainable.

Keywords: Internet Celebrity, Internet Celebrity Catering, SWOT

Introduction

Research Background

Catering industry is a traditional service industry, and its growth has never stopped. The revenue of catering industry in 2017 increased by nearly 10.7% compared with that of 2016. Its turnover in the shopping center can be compared with retail industry and entertainment industry. But the growth in the mainstream restaurant industry has slowed down since 2017.

In this Internet era, We-Media and short video technologies have penetrated into people's lives in an all-round way, giving birth to many groups that grow by taking advantage of We-Media and short videos. Gradually, the Internet Celebrity phenomenon has become an economic, social and cultural phenomenon. Internet Celebrity catering is one of the phenomenons of Internet Celebrity. It is a new catering product and service that traditional catering has developed by the Internet way of thinking, and it becomes a new and popular catering brand with the help of new media platforms and social media. It is the product of the Internet era. The enthusiastic discussion and dissemination of consumers on Internet Celebrity catering makes it into the horizons of the wider public. Relying on the "popularity + fans" gimmick, Internet Celebrity catering has quickly occupied a place in the catering industry. Now, this kind of catering has become a tempting cake that everyone in the field of catering wants to taste and many "eaters" and "fans" compete to consume. However, the common feature of Internet Celebrities also appears: short duration.

Research Problems

Under the above context, a series of problems and issues turn up: how do consumers like Internet Celebrity catering? What are their tendencies? What are the causes behind certain tendencies? These are the practical issues that need to be considered if Internet Celebrity catering plans to survive long.

Objective of the study

The causes, background and influence of Internet Celebrity have been a hot research topic in recent years. In terms of the research status of Internet Celebrity catering, there exist more problems such as lack of research literature, low research content and fewer scientific methods. This paper analyzes the literature of Internet Celebrity economy and catering, and the Internet celebrity marketing environment. It clearly states its existing marketing situation and existing problems. Through the empirical investigation, it summarizes the Internet Celebrity tendency and origin in order to make Internet Celebrity catering sustainable.

Scope of the study

In today's market economy, traditional food and beverage marketing model is hard to adapt to the new market environment. Traditional discounts, promotion and experiential marketing methods integrate with Internet technology and present new vigor. With the emergence of Internet Celebrity, food industry is quietly on the path of transformation into the current Internet Celebrity catering, whose duration is closely related with the development of the catering industry.

Research Significance

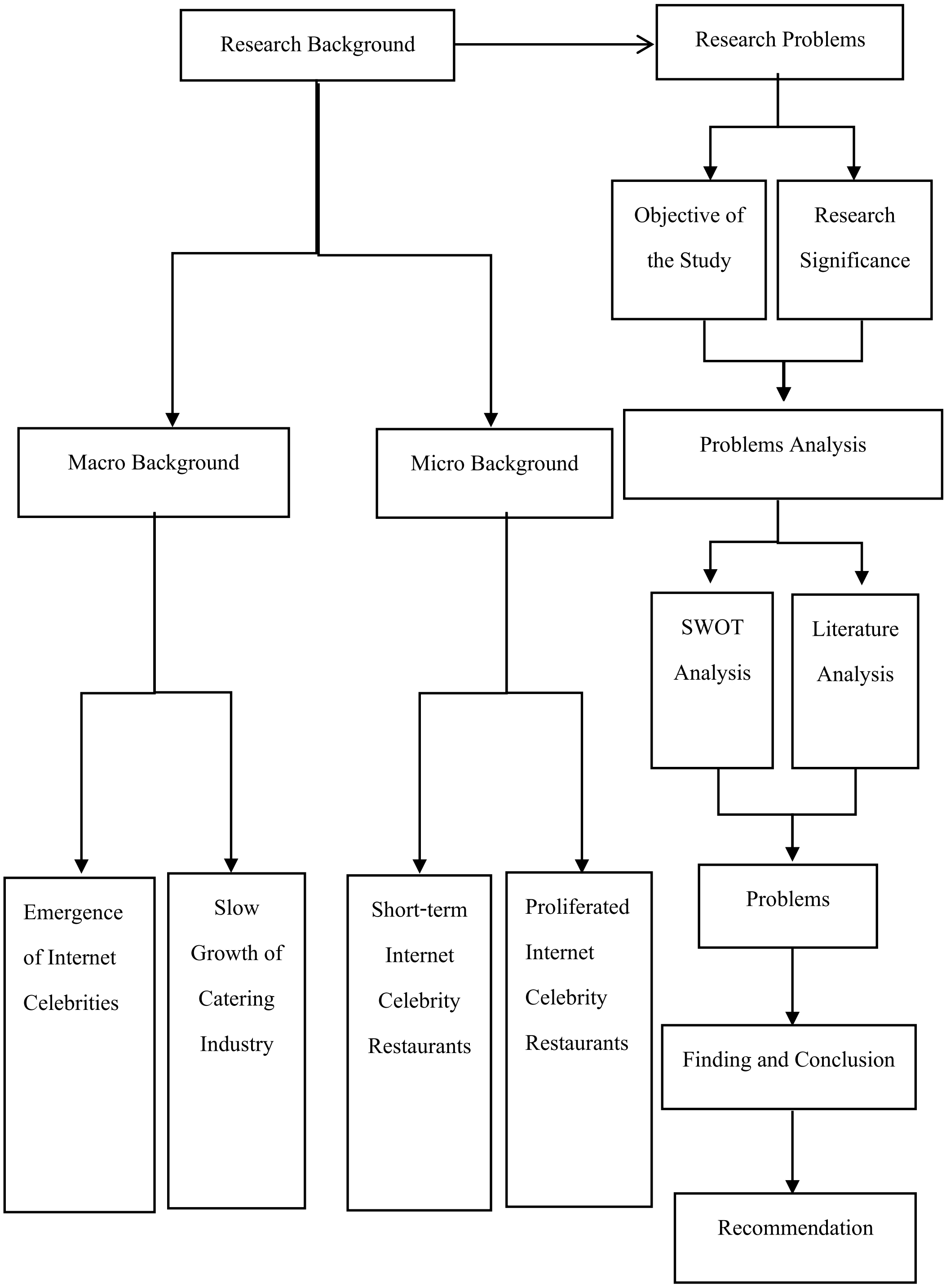
This paper studies how Internet Celebrity catering integrates Internet Celebrity resources, Internet resources and store entity in today's environment of rapid transformation so as to assist Internet Celebrity catering last longer. The research is not only beneficial to the management and development of Internet Celebrity catering, but also is of vital significance to the management of food and beverage industry. The main research significance is as follows:

(1) To analyze the macro environment, business conditions, internal contradictions and problems of the Internet Celebrity catering, and to conduct specific research and analysis of its target market and competitors, which is to identify the contradictions and to define the direction of development.

(2) To summarize the basic theories of marketing strategy related to Internet Celebrity catering and to establish the basic framework of marketing strategy analysis.

(3) To design its unique operation mode for the same type of Internet celebrity restaurant, and also has great significance for the improvement of the operation of the catering industry.

Theoretical framework



Hypotheses

If the Internet Celebrity effect weakens and reduces the number of fans, the food (services) quality is not up to standard and loses the trust of consumers, and slow production speed reduces the tolerance of consumers for waiting time, all these may account for the slow loss of popularity of the Internet Celebrity catering.

Literature Review

In recent years, Internet Celebrity has become a hot word and was once listed as one of the top ten buzzwords of 2015 by Bite the Wen Zi (Ao, 2016). In addition, the ability to cash out after becoming a Internet Celebrity and its gradual infiltration into the daily life of ordinary people attract the academic circle to pay more attention to its origin, background and influence. Wang (2016) points out: the trend of We-Media in the Internet era is the prerequisite for the rise of Internet Celebrity economy; the diversification of personal value and social mentality is the foundation; the strategic adjustment of economic structure and policy orientation of innovation and entrepreneurship are the realistic background. Shen, Wang, & Yang (2016) thinks that internet Celebrity is not spontaneously generated, but the result of comprehensive function of Internet celebrities, Internet promoters, traditional media and psychological needs of audiences under the network media environment. Xue & Nie (2017) believe that information technology upgrading is the basic condition for the generation of Internet Celebrity phenomenon, benefit expectation is the internal motivation, mass cultural consumption is the realistic soil, and the weakening of media control is an important reason for the disorder of Internet Celebrity phenomenon.

According to Jong (2020), External factors for the formation of Internet Celebrity phenomenon include the surge of Internet users, the expansion of smart phones, the rapid development of Internet services related to Internet Celebrity activities and the establishment of professional operation teams on MCN and other platforms. The intrinsic factor is that the approachable temperament of Internet Celebrity can help viewers gain a sense of intimacy, meet their needs for entertainment and social communication and create profits. Xiao (2021) points out from the perspective of humanities and communication that usage and satisfaction are the humanistic basis for the generation of Internet Celebrity, the innovation of communication technology platform creates an opportunity for Internet Celebrity to spread, and Internet Celebrity economy boosts the spread of Internet Celebrity. Fan, Cao, & Ji (2019) point out that the three backgrounds of Internet Celebrity catering brands are: the growth and application of We-Media under the Internet trend, the transformation and upgrading of consumer demand levels, and the upsurge of new marketing under the Internet thinking. Fu (2018) points out from the perspective of consumer society theory that a strict consumption logic including personalized labels is hidden behind the phenomenon of Internet Celebrity.

As the phenomenon of Internet Celebrity heats up, its influence on the economy and society also attracts rising attention. Cai (2020) warns that excessive consumption of Internet Celebrity should be guarded against distortion of values. Liu (2016) thinks that positive and negative functions of Internet Celebrity phenomenon coexist. The positive functions provide self-employed business channels, enforce the network information culture more rich and varied, extend social relations, and promote network technology development; the negative ones spread negative information, violate personal privacy, reputation and works copyright, and mislead more people to pursue blindly to be Internet Celebrity. Fan (2017) analyzes its influence on society from the perspective of anemia of Internet Celebrity phenomenon, including "pan-entertainment", value orientation, bad examples and social imitation. Huang (2018) does researches on its positive and negative impacts on university students' values, and its significance to the cultivation of their socialist core values. Huang (2019) believes that the phenomenon of Internet Celebrity promotes economic development and provides sales channels and employment opportunities through Internet Celebrity economy; however, the deviant behavior and idol worship of Internet Celebrity cause distortion of social values. Xu (2021) points out that the Internet Celebrity economy is affecting the values of rural teenagers from aspects of content guidance and community operation.

To sum up, the causes, background and influence of the phenomenon of Internet Celebrity have been a research hotspot in this field in recent years. In terms of the research status of Internet Celebrity catering, there are more problems such as less research literature, less research content, and fewer scientific and advanced research methods. In view of this, this paper takes the Internet Celebrity catering brand Michelle Ice City as the research object, uses questionnaire survey and logistic regression analysis to empirically investigate the trend and causes of Internet Celebrity catering consumption so as to provide reference for the Internet Celebrity catering brand's continued popularity.

Research Methodology

(1) SWOT analysis, an important concept in management, is a situation analysis based on internal and external environment and competition. S stands for strengths, W stands for weaknesses, O stands for opportunities and T stands for threats. Through SWOT analysis of Michelle Ice City, we can understand that milk tea brands including Michelle Ice City can be improved from the following aspects to avoid being eliminated by the times. First, to optimize constantly product quality and improve product categories; second, to develop more seasonal products based on season change; third, to innovate and improve product competitiveness.

Advantages analysis of Michelle Ice City:

1. In the vicinity of the university, the source of customers is relatively stable. Even not on weekends, the flow of people is relatively considerable, and their consumption ability is also quite high.

2. Michelle Ice City is affordable, especially for students. Although the price is not high, it does not hinder its high quality.

3. Michelle Ice City franchise service staff is sincere and considerate.

4. There are frequent preferential activities to benefit consumers. Through these activities, new customers are attracted and old ones are kept.

Disadvantages analysis of Michelle Ice City:

1. Most of the stores of Michelle Ice City are small, which are at a disadvantage compared with many competitors.

2. Compared with other brands, Michelle Ice City has fewer product categories, which have a certain impact on the sales scale.

3. The production efficiency of Michelle Ice City still has room for improvement. Most of the customers are students, they usually visit the store on their way to and from school, which results in long lines in front of the store.

4. The milk tea industry has low season and high season, and all milk tea shops will be slightly affected in winter.

Opportunity analysis of Michelle Ice City:

1. Michelle Ice City has a huge consumer group.

2. It has good taste, friendly service and high professional level.

3. Although the store business area is limited, the recognition of Michelle Ice City is very high, and the bright decoration environment is impressive.

4. The products are green and healthy in accordance with the needs of modern healthy diet.

Threat analysis of Michelle Ice City:

1. Milk tea products are alternative, and consumers can replace them with other products. Therefore, its competition is not only within the industry, but also includes other products outside the industry.

2. The survey shows that people's dependence on milk tea products has decreased. A considerable number of consumers more prefer instant products.

3. People pay more and more attention to food hygiene and safety.

4. People have higher requirements for milk tea products, and they hope to taste more flavors.

(2)Literature analysis: This paper collects a large number of domestic and foreign publications and academic articles about web celebrity restaurant and marketing through Internet search. In this way, the author can master relevant research materials, form clear research plans and strategies, and foster the research more practical and meaningful.

There are specific reasons for any individual or event to become a Internet Celebrity, and of course accidental factors cannot be ruled out. It is no exception that the catering brands based on food, drinks and catering services become Internet Celebrities. Consumers' tendency to re-consume is of great significance to the continued popularity of Internet Celebrity brand.

This paper has conducted a questionnaire survey on the real consumers of Michelle Ice City brand. There were 15 questions in the questionnaire, and the information mainly includes the respondents' understanding of Cha Yan Yue Se and the channels of understanding as well as their consumption in Michelle Ice City (including consumption reason, consumption frequency, waiting time, ways to kill time while waiting, consumption evaluation, consumption tendency, etc.). In order to ensure enough samples and improve their effectiveness, we combine both online and offline questionnaires. The results show that the proportion of returning to Michelle Ice City to consume again is as high as 77.8%, which at least preliminarily indicates that consumers have a high brand preference for Michelle Ice City. Further investigation of the reasons that affect consumers' high preference for Michelle Ice City are: Good taste of milk tea (52.8%) is the main reason, followed by good service (48.3%), distinctive milk tea name (42.8%), Internet Celebrity effect (41.7%), and cultural heritage of milk tea cup design (40%). See Table 1 below.

Table 1 Consumption Propensity and Causes of Internet Celebrity

Serial Number	Propensity			Causes of Formation		
	Indicators	Frequency	Percentage (%)	Indicators	Number of Frequency	Percentage (%)
1	Pretty sure	68	37.8	Tastes good	95	52.8
2	Compare to determine	72	40.0	Good service	87	48.3
3	General	36	20.0	Featured Names	77	42.8
4	Not sure	4	2.2	Internet Celebrity Effect	75	41.7
5	-	-	-	Culture of milk tea	72	40.0

Note: This table is based on the questionnaire results.

Finding and Conclusion

Internet celebrity is a popular social, economic and cultural phenomenon in recent years. With the change of the times, its connotation and extension gradually expands, and especially its cash ability drives the Internet celebrity economy to prosper and promotes millions of grassroots, shops, and scenic spots to become Internet celebrity for profits. This paper uses paper and network questionnaire surveys and theoretical analysis methods to empirically investigate the food consumption tendency and causes of Internet Celebrity.

The main conclusions are as follows:

Firstly, product (service) quality is always an important factor for consumers, whether it is Internet Celebrity catering brands or traditional well-known catering brands. Under the guidance of contemporary mainstream cultural values, cultural background highlights the Internet Celebrity popularity. Consumers' knowing of Internet Celebrity, in other words, the effectiveness of Internet Celebrity to target consumers is import and cannot be ignored. Contemporary people have broken the shackles of the traditional idea that "fame must have enough capital and strength", and start to accept and get used to the concept that grassroots and vagabonds can also become Internet Celebrity. We need to be vigilant that the Internet Celebrity effect may be a double-edged sword. Under the positive Internet Celebrity effect, "non-internet celebrities" can become Internet Celebrity overnight, and in turn, it can turn Internet Celebrity into "notorious" and "ruined" overnight. Therefore, Internet Celebrity or potential ones should train skills, operate honestly and assume social responsibilities.

Secondly, today is no longer an age of material scarcity, but still an age of scarcity of leisure time. So, production speed needs to be considered. The phenomenon that consumers wait in long lines to be served is not only a reflection of Internet Celebrity, but also a reflection of the production speed to be improved.

Recommendation

For the early stages of the Internet Celebrity, consumers follow them mostly because of novelty seeking, which can not last long. Once their curiosity disappears, the novelty will die down. Through the spread of media, consumers will soon turn to other substitutes and forget the former Internet Celebrity quickly. This means the early strong cash ability may not sustain longer. In order to solve this problem, Internet Celebrity must rely on the increasing viscosity with fans, stand in the position of the fans to design, to produce and to improve product delivery speed, and shorten the customer waiting time. The final aim is to realize that Internet Celebrity is not only popular on the network, but more in the minds of consumers.

The Internet Celebrity effect, consumers' understanding, the cultural background of the Internet Celebrity products, and the product (service) quality are the essential elements that consumers prefer for Internet Celebrity brands. Whether it is Internet Celebrity catering brand or traditionally famous catering brand, product (service) quality is as always a significant factor of consumers' concern. Guided by contemporary mainstream cultural values, the cultural background elements highlight the importance of Internet Celebrity products' lasting popularity. Consumers' understanding of the image of Internet Celebrity or the effectiveness of Internet Celebrity's marketing to target consumers cannot be ignored in the era of Internet Celebrity economy and We-media. The production speed and consumers' tolerance of waiting time strongly affect consumers' consumption tendency to Internet Celebrity catering brands.

Although this paper empirically investigates consumers' preference for Internet Celebrity catering brands and their causes from multiple perspectives, it only selects Michelle Ice City as the research object. Strictly speaking, Michelle Ice City is just a kind of "fast food" of Internet Celebrity brand. Whether the results of this paper can be used to other types of Internet Celebrity brand remains to be further investigated. The future research can be conducted from the perspective of comparative analysis, and it can further check whether consumers show different attitudes towards "fast food" and "non-fast food" Internet Celebrity brand propensity.

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Innovation Education, Gender Differences, and Innovation Participation : New Micro Evidence from China

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Abstract

Based on the micro-survey data of Guangxi University of Science and Technology in 2021, the logistic model is used to empirically test the relationship between innovation education, gender difference, and innovation participation. After controlling a series of variables, the study finds that innovation education significantly affects innovation participation. Compared with those who did not participate in innovation education, the innovation participation rate increased by 19.7%. Second, there is a significant gender difference in innovative education, and boys are 14.5% less likely than girls to be involved in innovation.

Keywords: Education Innovation, Innovation Participation, Gender Differences.

Introduction

Research Background

China has entered an era of mass innovation since Premier Li Keqiang proposed the campaign of "mass entrepreneurship and innovation" in 2014. In May 2015, The General Office of the State Council of China issued the document on the implementation opinions on deepening the reform of innovation and entrepreneurship education in institutions of Higher Learning, and innovation and entrepreneurship education has entered a new stage of rapid development. Chinese universities have carried out a series of curriculum construction, practice bases, training, and participation in innovation competitions(Zhu, Zhang, & Ogbodo, 2017). However, with the rapid development of innovation education in colleges and universities, the effect of innovation education is a lack of adequate evaluation of empirical survey data. Therefore, from the perspective of the impact of innovation education on innovation participation, this paper uses Chinese data to evaluate the effect of innovation education quantitatively.

Research Problems

This paper answers the following questions: First, whether innovation education positively affects college students' participation in innovation activities, and second, whether there is a gender difference between innovation education and college students' participation in innovation activities.

Objective of the study

The purpose of this paper is to empirically verify the effect of innovation education on college students' innovation participation and put forward some policy suggestions. First, using the latest micro-survey data and the econometric method of logistic model, to carry out quantitative data evaluation on whether innovation education in universities affects the innovation participation of students; Second, it analyzes whether there is a gender difference between innovation education and innovation participation and whether factors such as nationality, region, political status, grade, major and academic performance affect innovation participation. Finally, according to the empirical results, the corresponding policy suggestions are put forward.

Scope of the study

This paper evaluates and verifies the effect of innovative education in colleges and universities. Using questionnaire data, we analyze the causal effect of innovation education on students' participation in innovation activities. Firstly, it defines innovative education in universities and analyzes the shortcomings of existing literature research. Second, the literature related to this study is sorted out and reviewed. Third, descriptive and statistical analysis of data and variables; Fourthly, logistic model and Stata 16.0 software is used for econometric analysis. Finally, the empirical results are analyzed, and corresponding policy suggestions are put forward.

Research Significance

This paper has three contributions: First, our study expands the existing literature on innovative education in Chinese universities in terms of the research scope. However, some kinds of literature use questionnaires to investigate the innovative education of Chinese college students. However, no empirical analysis has been found on the combination of innovation education, innovation participation, and gender difference. Second, this paper uses the latest and unique survey data from June 2021. Thirdly, in the research method, we adopt a new empirical method. Previous literature mainly adopted statistical analysis methods such as correlation analysis without analyzing causal effect. In this study, the logistic model and Stata 16.0 measurement software gradually added control variables into the benchmark model through multiple regression analysis to analyze the causal relationship between the independent variable (innovation education) and dependent variable (innovation participation).

Theoretical Framework

Human capital is the source of innovation. Denkowska et al. used survey data from the European Union and BIT model to analyze the effect of education and training on innovation. They found that education provides high-quality, innovative talents for society by improving human capital (Denkowska, Fijorek, & Wegrzyn, 2020). The EU believes that higher education is a critical link in talent innovation, and through innovative education and training systems, innovative talents can be created for society (Keinanen, Ursin, & Nissinen, 2018). Both general education and vocational education improve the level of the human capital of the labor force (Ferri et al., 2018). University teachers are the facilitators of innovation (Fernandez-Cruz & Rodriguez-Legendre, 2021). In addition to imparting basic knowledge, higher education has become the driving force for the sustainable development of the country and society by cultivating innovative talents and ideas(Crosling, Nair, & Vaithilingam, 2015). Innovation education in universities focuses on process innovation, focusing on teaching and research. Innovation activities are carried out in teaching, curriculum, learning, technology, research, management, academic and social practice around the quality of graduates, research results, and patents to achieve the effect of innovation in colleges and universities, students and society (Cai, 2017).

Hypotheses

Hypothesis 1. Innovation education is positively correlated with entrepreneurial participation.

Hypothesis 2. The participation rate of boys in innovation is lower than that of girls students.

Literatures Review

The literature related to this study includes the following parts. First, what is most relevant to this study is to use macro or micro survey data and empirical methods to study the influencing factors and effects of innovation and entrepreneurship education. There is a positive correlation between college students' cognitive ability and innovation behavior(Martin, Potocnik, & Fras, 2017). Higher education promotes students' willingness to innovate and start businesses (Falck, Gold, & Heblich, 2017). Innovative education should be combined with practice through questionnaire survey data in China (L. Ma, Lan, & Tan, 2020). Through an empirical study of 500 college students in Heilongjiang Province, China, Cao et al. found deficiencies in the two aspects of innovation consciousness and curriculum system and proposed to integrate the innovation ecosystem into innovation education (Cao & Zhou, 2018). In an empirical analysis of the questionnaire using Likert scales, Androutsos et al. found that educational methods based on collaboration and co-creation scored 5-7 on average, higher than other teaching methods (Androutsos & Brinia, 2019). The main factors affecting innovation education are the number of papers and patents, innovation and entrepreneurship courses and practice, innovation and entrepreneurship competition, and university science park(Pisoni, 2019); gender does not affect innovation ability(Ruskovaara & Pihkala, 2013).

Second, relevant to this study, in-depth interviews, and other methods are used to collect data, and qualitative and mixed methods are used to study the influencing factors and effects of innovation and entrepreneurship education. Acosta et al. studied the teaching innovation of urban bilingual teachers and found that innovation is human capital rather than social capital (Acosta, Chen, Goltz, Goodson, & Padron, 2021). Carvalho et al. adopted the qualitative research method of case study to analyze innovative teaching practices in higher education and found that active and participatory teaching practices can improve students' motivation to learn (Carvalho, Teixeira, Olim, de Campanella, & Costa, 2021). In addition, a case study on innovation education from the perspective of the governance model is also conducted with universities as the research object(J. Y. Ma & Cai, 2021).

Thirdly, research on innovative ways of education. Regarding teaching type, the MOOCs teaching method was adopted (Al-Imarah & Shields, 2019), Adopting online education platforms in China during COVID-19(Chen et al., 2020). By redefining teaching as design, teacher design becomes a tool for sustainable innovation (Bennett, Lockyer, & Agostinho, 2018). With the use of information and communication technology (ICT) in teaching(Pisoni, 2019), the use of student-centered and collaborative learning (Zhu & Engels, 2014), there are innovative applications of digital technology in engineering education(Li, 2018).

Although there is a lot of literature on innovative education in universities, it is mainly based on theoretical analysis, historical evolution, and situational analysis and lacks data verification and evaluation (Cai, 2017). College education does not meet the social demand for the cultivation of innovative talents. Innovation and entrepreneurship courses and practical activities in colleges and universities have not become actual teaching (Edwards-Schachter, Garcia-Granero, Sanchez-Barrioluengo, Quesada-Pineda, & Amara, 2015). The achievement of innovative education and students' participation in innovative learning has not been effectively evaluated (Kivunja, 2014).

Research Methodology

This paper adopts the empirical research method. Based on the questionnaire data, the logistic model and Stata 16.0 measurement software were used for empirical analysis.

Data and Variable definitions

Data were collected in June 2021 from college students in Guangxi University of Science and Technology in Guangxi Zhuang Autonomous Region, China. A total of 124 valid questionnaires were collected. Variables are defined as shown in Table 1

Table 1. Descriptions of variables

Variable	Definition
innovation	have mature ideas and practice for innovation and entrepreneurship projects (0=No mature ideas, 1=Have mature ideas)
education	What do you know about innovation and entrepreneurship programs (0=Don't understand, 1=Understand)
gender	Gender (0=female, 1=male)
han	Ethnic groups (0=Ethnic minorities, 1=Han nationality)
hukou	Registered residence (0=rural area, 1=city)
residence	Student's place of origin (1=eastern region, 2=central region, 3=western region)
party	Party members, probationary members, and active party applicants (0=No intention to join the party, 1=To join the party)
grade	Grade (1=freshman, 2=sophomore, 3=junior, 4=senior)
major	major (1=Automobile Service Engineering (Professional teachers), 2=Automobile Service Engineering (General undergraduate), 3=Mechanical Engineering (Professional teachers))
study	Academic achievement (0=poor, 1=well)

Descriptive statistics

Table 2. Descriptive statistics

	mean	sd	min	max	N
innovation	0.310	0.470	0.000	1.000	124.000
education	0.480	0.500	0.000	1.000	124.000
gender	0.690	0.460	0.000	1.000	124.000
han	0.640	0.480	0.000	1.000	124.000
hukou	0.130	0.340	0.000	1.000	124.000
residence	2.380	0.820	1.000	3.000	124.000
party	0.370	0.490	0.000	1.000	124.000
grade	2.100	0.990	1.000	4.000	124.000
major	1.590	0.850	1.000	3.000	124.000
study	0.610	0.490	0.000	1.000	124.000

Data source: A questionnaire survey of a University in Guangxi Zhuang Autonomous Region, China

Econometric model

Since the dependent variable (innovation participation) is binary, the Logistic model of binary variable is used, and the statistical analysis software Stata 16.0 is used. The independent variable is represented by xn, and the dependent variable is represented by Y. Assuming that the probability of students' innovation participation is P and that of students' non-innovation participation is (1-P), the regression model is Model (1) :

$$\ln\left(\frac{P}{(1-P)}\right) = \alpha + \beta_1 x_1 + \cdots + \beta_n x_n$$

The formula of x1, x2,......, xn represents the n factors that have an impact on; α is a constant term, β1, β2,......,βn is the partial regression coefficient of Logistic regression. By changing Equation (1), model (2) of probability ratio (odds ratio) can be obtained.

$$odds = \frac{P}{(1-P)} = \exp(\alpha + \beta_1 x_1 + \cdots + \beta_n x_n)$$

Regression analysis

The results of regression analysis are shown in Table 3. The six columns of Table 3 represent six models. Model (1) is the basic model, which only includes dependent variables (education) and core independent variables (education). Model (2) added a control variable (gender) based on Model (1) to analyze whether there is a gender difference in innovation participation. Model (3) adds a control variable (grade) based on Model (2) to analyze the impact of freshman, sophomore, junior, senior on innovation participation. Model (4) added the control variable of ethnic group (han) based on Model (3) to analyze the influence of Han nationality and ethnic minority on innovation participation. Hukou control variable reflecting urban-rural differences has been added to Model (5) to analyze whether there are urban-rural differences in entrepreneurial participation; As well as the control variable of residence reflecting the students' regions, it analyzes whether there are regional differences caused by students' regions in eastern, central and western China. Model (6) added the control variable study based on Model (5) to analyze the impact of academic performance on innovation participation.

Table 3. Logistic regression analysis

	(1)	(2)	(3)	(4)	(5)	(6)
education	1.315***	1.320***	1.194***	1.257***	1.254***	1.197***
	(0.413)	(0.418)	(0.434)	(0.446)	(0.447)	(0.453)
gender		0.757	0.848*	0.860*	0.866*	0.855*
		(0.475)	(0.487)	(0.488)	(0.490)	(0.495)
grade			0.225	0.195	0.194	0.281
			(0.222)	(0.225)	(0.225)	(0.242)
han				-0.311	-0.325	-0.380
				(0.441)	(0.446)	(0.454)
hukou					-0.092	-0.049
					(0.614)	(0.618)
residence					-0.049	-0.073
					(0.254)	(0.256)
study						0.504
						(0.468)
_cons	-1.485***	-2.037***	-2.520***	-2.303***	-2.166**	-2.543**
	(0.320)	(0.490)	(0.698)	(0.755)	(0.998)	(1.076)
N	124	124	124	124	124	124
pseudo R^2	0.070	0.088	0.095	0.098	0.098	0.106

Standard errors in parentheses

* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

Finding and Conclusion

Table 3, numbers greater than 1 indicate a positive effect, and numbers less than 1 indicate a negative effect. The coefficient of regression is reduced by 1 to the corresponding probability of increase or decrease. The findings of this study are as follows: First, for hypothesis 1. The empirical results show that after controlling for a series of variables, innovation education significantly positively affects innovation participation. Based on the model (1), and gradually increase the control variable of gender model (2), increase the control variable of the national model (3), increase the control variables of the model (4), increase the control variable model of household registration and student source area (5), increase the control variable learning model (6), and take an active part in the innovation education compared with little or no students participating in the innovation education, The innovation participation rate increased by 31.5% (Model 1), 32.0% (Model 2), 19.4% (model 3), 25.7% (model 4), 25.4% (model 5), and 19.7% (Model 6), respectively. From the empirical results, innovation education has a significant positive effect on innovation participation. Second, for hypothesis 2. The empirical results show significant gender differences in innovative education after controlling for a series of variables. Girls are more likely to participate in innovation than boys.Compared with female students, the probability of male students' participation in innovation decreased by 15.2% (Model 3), 13.4% (model 4), 13.4% (model 5) and 14.5% (Model 6), respectively. Compared with female students, male students have a significant negative effect on innovation participation

Based on a Chinese university survey data in June 2021, this paper uses the logistic model to empirically analyze the impact of innovation education on college students' participation in innovation activities. It analyzes whether there is a heterogeneity effect of gender difference. The empirical conclusion is that innovation education can significantly improve college students' participation in innovation activities, and there is a gender difference. Girls are more likely to participate in innovation activities than boys.

Recommendation

The following policy recommendations are put forward based on the above empirical results: First, innovation education in higher education significantly affects college students' innovation participation. We should increase the investment in funds, hardware facilities, and software for educational innovation, such as increasing the investment in special funds for innovation, increasing subsidies for college students to participate in innovation activities, building innovation bases, and increasing innovative teachers with high levels. Second, male students are significantly lower than female students in innovation participation. This may be because boys are less self-conscious and actively involved than girls. The supervision and management of male students should be increased to promote their active participation in innovative activities.

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Research on the Teaching Reform of mechanical CAD/CAM Course Based on "Hierarchical Task-driven" Teaching Method

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Abstract

Mechanical CAD/CAM courses, as a professional course for mechanical majors, occupies an important position in the curriculum setting. Higher vocational colleges that are guided by market demand and aim at cultivating high-skilled application-oriented talents generally offer relevant courses.
Aiming at the shortcomings of the traditional teaching process, to explore a kind of to "students as the center, post needs as the guidance" teaching reform method - "classification task driven" teaching method, aims at arousing the enthusiasm of students' autonomous learning, train the ability of the engineering design, continuously stimulate students interest in learning, and finally achieve to the enterprise the aim of high quality engineering design talents.

Keywords: hierarchical task-driven teaching method; Mechanical CAD/CAM courses; The teaching reform

Introduction

Research Background

Internationally, computers originated in the United States in the 1940s, when people proposed computer-aided design CAD and computer-aided manufacturing CAM technology. CAD/CAM originated in the 1950s and has developed rapidly since the 1960s.

After more than 60 years of practice, the rapid development of foreign CAD/CAM technology has been widely used in all walks of life, especially in manufacturing design and manufacturing process, its application level has become an important symbol to measure the technical level and comprehensive strength of an enterprise.

In China, the technology was introduced from abroad in the 1960s, and it was only applied in the 1970s. However, due to the limitation of the computer level, the technology was only used for analysis and calculation during product design. In the 1990s, my country began to develop CAD/CAM software independently And it has developed rapidly.

In 2015, the State Council formally promulgated "Made in China 2025". This document is a programmatic document for building my country into a manufacturing powerhouse. The document pointed out that smart manufacturing is the main direction. And digital design and manufacturing are the foundation and key technology of intelligent manufacturing. The realization of digital design and manufacturing relies on CAD/CAM integration technology.

In 2018, the People's Government of Shandong Province issued the "Notice on Further Promoting the Implementation Plan for the Conversion of New and Old Kinetic Energy in Shandong Province". Emerging industries such as materials industry, modern marine industry, medical care and health industry, break through core key technologies, cultivate characteristic industrial clusters, and create new momentum as the main force. At present, the machinery manufacturing industry in Shandong has widely adopted CAD/CAM technology and applied it in the entire production process. CAD/CAM technology is considered to be an important technical means to improve manufacturing productivity and product competitiveness, and it has also become an indispensable professional skill for modern mechanical engineers. Shandong manufacturing enterprises urgently need professionals who master CAD/CAM technology.

Therefore, in order to seamlessly integrate industry and academia, adapt to the current industry's new requirements for CAD/CAM technical literacy and technical application capabilities, cultivate a group of high-quality technical skills and innovative talents, and explore a way that can improve students' independent learning A teaching method that is fun and can cultivate its innovative and creative engineering ability—"graded task-driven" teaching method is imminent.

Research Problems

The establishment of CAD/CAM application technology courses in domestic higher vocational colleges is mainly divided into two categories: one is focusing on teaching related theoretical knowledge, the other is focusing on the use of application software, through the teaching process and teaching of existing mechanical CAD/CAM courses Analyzing the results, the existing problems are mainly reflected in:

1. From the teacher's perspective, in the mechanical CAD/CAM course teaching, the teaching method is mainly based on the teacher's explanation, the theoretical knowledge is explained too much, the teaching concept is backward, the teaching mode is single, and the teacher-student communication is insufficient.

2. From the perspective of students, students' participation is not high enough. Traditional PPT teaching or operation demonstration often makes students feel boring, which makes it difficult to improve their ability to analyze and solve problems;They find each chapter too loose and disconnected to participate in.

3.From the classroom perspective, classroom training examples are too single, usually based on basic and imitative types, and lack creative and research examples, which cannot stimulate students' learning initiative and enthusiasm for exploring new knowledge.

4. The degree of relevance between the lessons learned and the actual engineering problems is not high enough, so it takes a long time for students to adapt to positions such as engineering design after graduation.

Objective of the study

The characteristic of vocational education is that it takes the demand of the social talent market as the breakthrough point and the fundamental purpose of cultivating students' survival skills as an education that comprehensively improves the quality of students. Then, the teaching activities of professional courses in higher vocational education bear the important task of cultivating students' survival skills.

"Mechanical CAD/CAM" is a professional technical course for mechanical majors. It usually uses 3D design software such as Pro/E, UG, Solidworks, Catia or Creo as the main tool to assist in the completion of the modeling design of mechanical parts and component assembly design. And engineering drawing, which can be summarized as a comprehensive technology that uses computer technology to assist people in product design, analysis, and manufacturing processes. It runs through the entire life cycle of the product. Its strong practicability is deeply appreciated by employers favorite.

In the teaching work of three-dimensional software for many years, the teaching goal has always been positioned: I hope that students can master the knowledge of sketch design, part design, assembly design, engineering drawing creation, etc., so as to master the methods and methods of modeling design in related software. Skills, lay the foundation for the future application of 3D software in product design thinking, design process and operation process; lay the relevant professional foundation for curriculum design, mechanical innovation design competition or graduation design; for the ability to quickly adapt to the structure after graduation Design, institutional R&D and other jobs.

As far as the current teaching situation is concerned, affected by the traditional test-oriented education, students learning CAD/CAM application technology courses only pay attention to the fixed mode of memory and operation steps of basic concepts. Teachers need to continue to explore and research, and change is not suitable for educational development. The teaching method allows students to actively participate, be willing to explore, and be diligent in hands-on, so that students will continue to develop the ability to acquire and process new information, discover problems, analyze problems, and solve problems, as well as the ability to communicate and cooperate, and adapt to the new era of talents New requirements for cultivation.

The purpose of this research is threefold:

1. Deeply study the classroom teaching mode of mechanical CAD/CAM application technology, and form a research report.

2.Study a set of systematic, practical and effective response strategies and implementation plans, cultivate high-quality engineering design talents, and promote the improvement of education quality.

3. Publish an academic paper on classroom teaching research and practice of mechanical CAD/CAM application technology.

Scope of the study

This research project focuses on college students in a higher vocational college in Shandong, starting from cultivating interest in learning, to self-analyzing and exploring the goal of problem-solving. It aims at two parallel classes based on the mechanical CAD/ Research on the teaching reform of CAM course.

Research Significance

Based on the research status at home and abroad, task-driven teaching method is a teaching method based on constructivist teaching theory, emphasizing the teaching activities in the teaching context, especially suitable for the teaching activities of operational courses, and is aimed at the current higher vocational CAD /CAM application technology course teaching problems, put forward a hierarchical task-driven teaching method, the application research significance in the higher vocational mechanical CAD/CAM application technology course teaching: First, it is beneficial to improve the higher vocational college students to learn mechanical courses The learning efficiency and the ability to analyze and solve problems; the second is to help cultivate students' interest in learning, master the learning skills of learning CAD/CAM application technology courses, and cultivate students' practical skills. Third, it is beneficial to explore an effective teaching method suitable for the teaching of CAD/CAM application technology courses in mechanical majors in higher vocational colleges, and has a positive significance for promoting the learning of students in higher vocational colleges.

Theoretical framework

"Task-driven" is to conceal the new knowledge to be learned in one or several tasks. Students analyze and discuss the proposed tasks, clarify which knowledge is generally involved, and find out which is old knowledge and which is New knowledge, under the guidance and help of teachers, find out the method to solve the problem, and finally realize the construction of the learned knowledge through the completion of the task.

Hierarchical task-driven teaching does not simply throw to students tasks that contain more knowledge points or need to consult a lot of information to complete; it is composed of multi-level advanced task training projects, forming a more systematic and gradual task training system , Which includes entry-level basic tasks, phased comprehensive tasks and creative engineering tasks. Tasks at all levels form a stepped and spiral progressive relationship, and the concept of engineering design awareness and comprehensive quality training always runs through the entire task training system, that is, comprehensive tasks and engineering tasks are properly interspersed in each or more knowledge modules, Or after the completion of basic tasks.

Entry-level basic tasks are imitative training. Although they are relatively simple tasks, for sophomores who are new to 3D software, it takes a little effort to complete this type of tasks quickly and well. The task adheres to the principles of "down-to-earth", "abandoning good eyes and low hands" and "make students move", fully mobilize students' enthusiasm for independent learning, and truly form a classroom teaching atmosphere of "student-centered and teacher-led".

The advanced and comprehensive tasks are followed closely by integrating multiple knowledge points into such tasks, breaking the student's step-by-step thinking, and letting them understand that not rigidly applying commands is equivalent to mastering a 3D design software. Only by integrating all kinds of basic command operations with the use of auxiliary tools can you build your own modeling ideas, integrate "thinking", "thinking" and "drawing", and truly comprehend the essence of drawing and modeling .

High-level engineering tasks are "post demand-oriented", and the tasks designed are closer to the actual engineering design, but they must be tasks that students can obtain and can basically complete through their own efforts, aiming to exercise their actual engineering Design ability, initially establishes the skills to solve practical problems and optimize engineering design, and finally enable it to meet the requirements of the engineering real economy industry for applied talents in future work, and quickly invest in corresponding positions.

The basic framework of the task training system of hierarchical task-driven teaching is shown in Figure

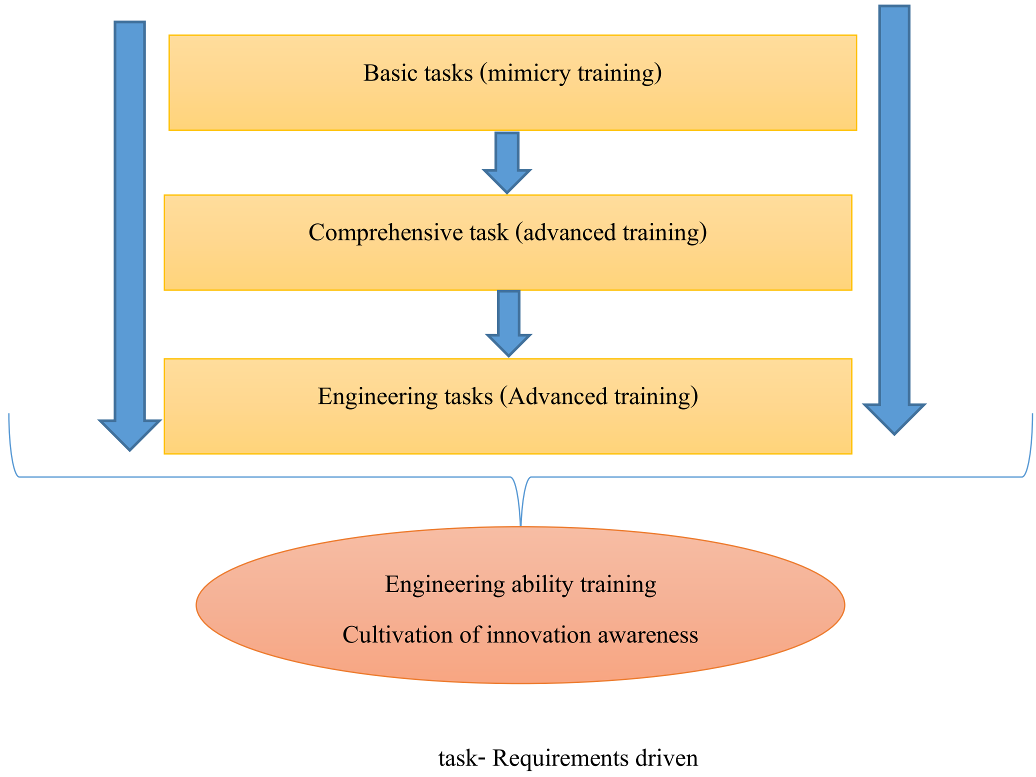

Figure 1 Basic framework of multi-level task training system

The teaching reform of the hierarchical task-driven teaching method is based on a complete task training system. The basic ideas of the reform are: preliminary investigation, understanding the current situation of mechanical CAD/CAM course teaching, modularization of curriculum knowledge points, planning of teaching ideas for each module, and careful design at all levels Tasks, the formation of a systematic task training list "task-driven, job needs-oriented" teaching reform implementation of teaching process evaluation system construction teaching reform effect evaluation and feedback mechanism construction.

Hypotheses

1. It is assumed that the task design should adapt to the characteristics of vocational education.

Vocational education cultivates the education of high-quality engineering design talents who are oriented to the front line of enterprise production, can meet the needs of the job, and have the ability to operate. High-level skilled application talents who can comprehensively use various professional knowledge.

2. Assuming the combination of task-driven teaching method and other teaching methods, what will be the effect?

The application of task-driven teaching method can improve teaching effect and optimize teaching quality. However, the use of any teaching method has its limitations. It cannot be a panacea and cannot solve all the problems encountered in teaching. Therefore, in the course teaching practice, it is combined with a variety of other teaching methods, constantly exploring and innovating, and perfecting and innovating the teaching methods in the teaching practice, so that it can get a better development.

Literatures Review

1. International research review

Task-driven pedagogy originated in Western countries. In the 1970s, foreign scholars began to study task-driven pedagogy, hoping to change the status of "Yiyantang" teaching and thus began continuous research.

Brebo first proposed the task-driven teaching method. He believes that the task-driven teaching method is the accumulation of students' original knowledge and experience. The original knowledge and experience come from life. He advocates the relationship between learning knowledge and actual life to improve students' analysis of problems and problem solving skill.

RodEills believes that the task-driven teaching method is divided into three stages: the early stage, the middle stage and the late stage, which are the teaching of the task-driven teaching method system and science.

In the task-driven teaching method, Nunan proposed that the components of the task include the purpose of the task, the role of the teacher, the role of the student, etc., and applied it to language teaching. This has become the task-driven teaching method as a classroom teaching method Sign.

Wells divides the task-driven teaching method into three stages: the early stage of the task activity, the task cycle stage and the language focus stage, which signifies the formal application of the task-driven teaching method in practical teaching.

Skihan believes that the task in task-driven pedagogy is not a hypothetical situation, but an actual occurrence in life. In teaching, teachers should pay attention to the process of students completing tasks and acquiring relevant knowledge, rather than just focusing on the results of tasks, and improving students' learning ability in the process of acquiring knowledge.

2. China Research Summary

Wu Xudong is the first scholar in my country to study task-driven teaching methods. He believes that whether the task design of the task-driven teaching method is reasonable is directly related to the success of this teaching method, and the task design should be based on the students' original knowledge and experience and conform to the students' "recent development zone".

He Kekang and Guo Fang respectively pointed out that the task-driven teaching method has a corresponding teaching order, but the order in which they implement the task-driven teaching method is slightly different. They both pointed out that there are steps in teaching such as task presentation, independent inquiry, and cooperative learning, It is of great help to teachers' education and teaching.

Zhong Bochang believes that the tasks of task-driven teaching method can be divided into open tasks and closed tasks. The types of the two tasks are different, the presentation methods and the implementation process are also different, and the teacher's evaluation and feedback should also be different.

Guo Shaoqing proposed that the task-driven teaching method can be divided into open lines and dark lines. The open line refers to the purposeful completion of the task under the guidance of the teacher, and the dark line refers to the task designed by the teacher.

Yan Yuhong believes that task-driven teaching has a strong appeal. When using the task-driven teaching method, it brings the task context to the students, and the students' sense of participation is continuously enhanced, which is conducive to the development of teachers' teaching work and the improvement of students' enthusiasm.

Liu Jianqiang applied the task-driven teaching method to elementary school Chinese teaching, and pointed out that the implementation process of teaching Chinese should follow the following teaching links, clarify, set and analyze tasks, create situations, and multiple evaluation tasks to improve students' self-confidence, sense of accomplishment and language Comprehensive quality.

Han Ming applies the task-driven teaching method to information technology teaching. Students choose tasks and difficulty, etc, and complete them independently according to the tasks, which is specific to information technology teaching.

Zhang Yingying applies the task-driven teaching method to the medical field, which is conducive to the establishment of critical thinking and the cultivation of the spirit of exploration for medical students.

Ma Qianhui applies the task-driven teaching method to film and television education, and believes that this method can improve students' enthusiasm, cultivate students' independent learning ability and collaborative learning spirit, and help future employment.

Research Methodology

This research is mainly based on experimental methods, while adopting multiple research methods such as questionnaire survey method, literature analysis method, and comparative method.

1. The experimental method

In the higher vocational mechanical professional CAD/CAM application technology courses, the "graded task-driven method" teaching practice activities are implemented, through teaching practice, and finally the experimental results are compared and analyzed, so as to draw the scientific conclusions of the relevant experiments.

2. Questionnaire survey

Through the implementation of the "graded task-driven method" teaching practice activities in the higher vocational mechanical professional CAD/CAM application technology courses, the "questionnaire on the learning effect of the "graded task-driven method"" was compiled. Investigate the role of task-driven teaching in three aspects: students' learning interest and attitude, learning methods, and learning abilities.

3. Literature analysis

Analyze the practicality of hierarchical task-driven teaching in CAD/CAM application technology teaching through literature research. According to the characteristics of hierarchical task-driven teaching and CAD/CAM application technology course itself, the teaching is designed with modern teaching theory. Process and related teaching methods and teaching strategies.

4. The comparison method

Randomly select two classes with similar academic conditions of the same grade as the experimental class and the control class. The two classes offer the same CAD/CAM application technology courses at the same time, use the same textbooks published by the same publishing house, and are taught by the same teacher. The "graded task-driven" teaching experiment is implemented in the experimental class, and the control class uses traditional teaching methods. Through the horizontal comparison between the experimental class and the control class, scientific conclusions can be drawn through analysis.

Finding and Conclusion

1.The task training part is created to organize the teaching process by "multi-level task-driven", and the connection between task difficulty and tasks at all levels needs to be adjusted in time according to each teaching class;

2. The number of "tasks" should be properly controlled to achieve better training objectives rather than making students tired.

3. The classroom explanation cases in the early stage of the "task" still need to be continuously optimized and refined in place, leaving students with enough time for task training.

Continuously adjust and optimize the training task system and specific implementation measures in the implementation of the teaching reform, continue to promote its sound development, and cultivate batches of higher quality and high-quality engineering design application talents.

Recommendation

For schools, organize the training of task-driven teaching method, cultivate more "dual-professional" teachers, increase teaching resources, and attach importance to assessment;

2.For teachers, improve their own teaching ability and knowledge reserve, grasp the applicability of cases, reasonably arrange the difficulty of tasks, and pay attention to time management;

3. For students, clarify their role positioning and focus on cultivating their own learning ability.

My research level is limited, the research scope is small, and the data obtained is inaccurate and incomplete, which will have an impact on the research project. It is recommended to provide more successful cases of cultivating talents at home and abroad, and learn from experience to improve this research

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Leadership styles and their impact on employee engagement in the UK hospitality industry organizations

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Abstract

The study purposed to investigate leadership styles and their impact on employee engagement in the UK hospitality industry. The problem informing the study is the need to engage employees through appropriate leadership because of the high cost that line managers and supervisors incur when employees are disengaged. The study using Narrative analysis of secondary qualitative data found transformational and transactional leadership used by Hospitality companies such as Premier Hotels, Hilton and Travelodge. Although the study found transformational leadership to be more effective than transactional leadership, the study recommended the use of two leadership in a way that transformational leadership augments transactional leadership so that as employees are engaged through self-actualisation needs, they get most from their transaction through contingent rewards so that they can accept to take the risk, be innovative and effective.

Keywords: employees engagement, employees disengagement, transformational leadership, transactional leadership.

Introduction

Research background

The hospitality industry is among the major contributors to the UK economy and employment. The survey by UK parliament through Hutton And Foley (2021, pp. 5) found the hospitality industry to contribute up to 3.0% of Economic Output (GVA) and 6.9% of the overall UK employment. However, according to research by Crabtree (2013), employers lose millions of dollars annually in company productivity due to disengagement issues. In the UK, for example, hospitality organizations lose £3,200 annually for each disengaged employee (Staff Connect, 2019). Hotels employees in the hospitality industry provide 24 hours services. The longer working hours contribute to a stressful environment and burnout, which may easily contribute to disengagement if employees feel that the employer is not concerned about their well-being

(Huertas-Valdivia et al., 2019). As such, Sulamuthu and Yusof (2018) found that line managers need to develop interventions to engage employees and promote hospitality company's success through a productive and high-performing workforce.

Employees engagement is defined by Nieberding (2014) as the personal relationship that employees have with the work environment and their positive attitude towards the employers while having high workplace empowerment. In the hospitality industry, engaged employees tend to deliver high service quality through full commitment and dedication to what they do. The major contributor to workforce engagement and productivity, as viewed by Anand (2017), is the leadership style adopted. The research By Anand (2017) found leadership styles in the hospitality industry to either cause engagement or disengagement with disengagement issues contributing to high turnover, absenteeism and presenteeism, employee turnover, which affects the effectiveness of the organization. As such, addressing the issues of employees' engagement and disengagement requires line managers and supervisors working with the employees to understand the types of leadership that can contribute to engaged employees (Zarban, 2018). Therefore, this study purposes of understanding the leadership styles and impact on employee engagement.

Research Problem

According to Zarban (2018), the cost of disengaged employees is relatively higher than the value that organization gains from engaged employees. Zarban (2018), similar to Nieberding (2014), found engaged employees to create customer satisfaction and improve organizational efficiency, reduce the cost associated with employee's turnover such as recruiting and training new employees, and contribute to organizational success. However, employee engagement is fostered or undermined by the type of leadership adopted by an organization. The study by Oliver (2012) on the retail industry found leadership such as transformational and transactional leadership to foster employee engagement through exchange relationships and rewards and motivate employees to express themselves freely and generate innovative ideas. In contrast, Huertas-Valdivia et al. (2019) and Grant (2019) found autocratic leadership to contribute to employee disengagement. It creates a non-supportive work environment, where workers' views are disregarded, thus creating psychological strain, negative learning, low motivation and job stress that contribute to disengagement. Therefore, line managers and executives in the hotel industry tend to work for longer hours (Zarban, 2018) to establish the ideal leadership that can engage employees. Therefore, this study investigates how transformational and transactional leadership can be used interchangeably by managers within the Hospitality industry in London to promote employee engagement. The study will aim to understand why employee engagement is important to hospitality employees and how transformational and transactional leadership may foster such engagement to ensure high productivity, customer service, and organizational performance.

Objective of the Study

The study aims to examine the Leadership styles and their impact on employee engagement in hospitality Industry organizations. The specific objectives that will help address the research aim are:

i. To assess the relevance of employee's engagement in the hospitality industry.

ii. To investigate leadership style adopted in the Hospitality industry and its impact on Employees engagement.

iii. To recommend appropriate leadership styles that can positively contribute to employee's engagement.

Scope of the Study

The main scope of the study is the hospitality industry which the research seeks to understand how leadership styles impact employee engagement. Therefore, as the research focuses on the hospitality industry, it will focus on three key aspects. First, the study will review the relevance of employee engagement to an organization. Secondly, the study focuses on the impact of transformational leadership on employee engagement. Finally, the study reviews the role of transactional leadership on employee engagement in the hospitality industry.

Research Significance

The study has practical and theoretic significance. To practitioners such as line managers, supervisors and policymakers such as top executives, the study is important in helping them understand how employees can be engaged through transformational and transactional leadership. Specifically, the study enlightens these practitioners in the hospitality industry on why employee engagement is important to the organization and how an appropriate leadership style can foster employee engagement. Secondly, to the theory, this study is important to literature work as it helps enrich existing knowledge on leadership and employees' engagement. The major gap that the study intends to address is understanding the significance of employees' engagement from different empirical studies, making it easier for researchers to understand what former research found about employees' engagement and forms of leadership that best promote engagement. While former studies reviewed different leadership styles, those that engage and disengage employees, this study only focuses on those that promote engagement to provide an in-depth narrative review.

Theoretical Framework

Full-Range Leadership Approach/Theories

Avoil and Bass (2002) provided the full-range leadership theories to create clarity of the issues of disagreement among leaders, which is the best form of leadership that has the greatest positive influence on followers through transformational and transactional leadership. Leaderships' basic idea, as Avoili and Bass (2002 p. 17) notes is that each successful leader in influencing followers positively demonstrates to some extent each style interchangeably, but this depends on the frequency of particular behaviour of leadership that is displayed most often, that determines if the leader is transformational and transactional. While transactional leadership provides contingent rewards as the basis for leadership effectiveness, its effectiveness, effort, risk-taking, innovation, and followers' satisfaction are achieved when transformational leadership augments it (Bass & Riggio, 2006). Rather than replacing transactional leadership, transformational leadership adds the effect of transactional leadership on performance and satisfaction, which manifests employee engagement. According to Oliver (2012), employees are more engaged when followers follow leaders' vision while finding the meaning of such through contingent rewards. Therefore, transformational and transactional leadership are used to show how hotel managers can use them to ensure workforce engagement.

Literature Review

Significance of Employees Engagement

Employees engagement is the personal relationship that employees have with the work environment and their positive attitude towards the employers while having high workplace empowerment (Nieberding, 2014). It involves the intellectual and emotional connection of employees to her/his job, co-workers, organization and manager that influence them to apply additional effort in his/her work (Oliver, 2012). Employees engagement has been found in the literature to be important in increasing their output and reducing incidences of poor performance, thus leading to improved profitability. Engagement is also critical in improving employees' dedication, vigour and absorption, thus increasing job satisfaction, achievement and improved performance because of motivation to excel, improved efficacy and well-being (Zarban, 2018; Grant, 2019). Engagement ensures that the quality of products and services is provided to the customers, thus increasing customer satisfaction and retention.

Transformational leadership in Context of Employees Engagement

Transformational leadership is viewed by Avoili and Bass (2002) as a form of leadership that explains the unique connection between followers and leaders, resulting in extra-ordinary accomplishment and performance for the organisation and followers. Because transformational leaders understand followers needs, the study by rant (2019) found the form of leadership to determine the extent they are met and come up with strategies to ensure that the unmet needs are met. The effectiveness of enhancing engagement through transformational leadership was found by Shuck and Herd (2012) to emerge from their ability to understand the needs and motives of followers, thus inspiring followers to accomplish great things whilst meeting their needs. The higher-order needs appealed to by transformational leadership are self-actualisation, which inspires followers to achieve great goals. Transformational leaders do this by motivating, empowering and inspiring followers to be committed to higher needs, thus reducing absenteeism and intellectual stimulation critical for employee engagement (Anand, 2017).

Transactional Leadership in Context of Employees Engagement

Transactional leadership is viewed by Bass and Riggio (2006) as a leader-to-follower exchange to achieve specific stated goals. Transactional leadership, unlike transformational leadership, gets followers to meet specific requirements of assigned tasks through punishment or rewards reinforcement. While the leaders can accomplish their set goals, engaging employees need to meet their stated roles for specific rewards and avoid punishment. For example, as stated by Zarban (2018), external rewards are used to engage employees by transactional leaders who set specific rewards that satisfy the basic, safety and psychosocial needs of floors. Although seen in the study by Grant (2019)) as lesser effective than transformational leadership, transactional leadership engages followers through specific rewards given after the employees meet specific goals. For example, Cutler (2014) found recognition, praise, promotion or even salary increase to ensure employees are engaged because the source of motivation is attaining the set goals for specific rewards. This works mainly for assertive and powerful leaders who find it effective and beneficial to manage things by motivating workers to meet short-term goals, which increase their motivation.

Research Methodology

The purpose of research methodology is to show a plan on how data is collected to address the research objectives. The present study adopts qualitative design due to its strength in allowing the researcher to engage in-depth with complex issues relating to the research problem (Newby, 2014). The use of qualitative design in this study will help use secondary research methodology to do a narrative review of existing literature from a reputable website, peer-reviewed journals and reports from the hospitality industry database. Specifically, the choice of narrative review in collecting and analysing secondary qualitative data is to help gather in-depth data that can narrate how transformational and transactional leadership has been used in ensuring employees engagement in the hospitality industry. Creswell (2012) recommended the use of narrative review when collecting and analysing secondary qualitative data because it reveals accounts in a reflective manner, providing the truth about phenomena in a storytelling manner that is easy to remember. Therefore, the data using a narrative review will help collect secondary data for the past 10 years and use the data to explore how employee engagement in the hospitality industry can be enhanced through transformational and transactional leadership.

Findings and Conclusion

Case For Employees Engagement in the UK Hospitality Industry

According to Harri (2021) survey on 1600 UK hospitality workers and Perkbox (2020) survey on the financial cost of disengaged workers, 69% of employees at some point feel disengaged to work and have no emotional commitment, enthusiasm and passion to the company relative to 39% who felt passionate, committed and were willing to collaborate with the organization (Harri, 2021). Such disengagement issues are costly to the organisation because the productivity rate drops to 35%, with 59% failing to act as brand advocates and lacking collaboration and team desires which increases by 18% for engaged employees. Engaged employees reduce turnover rate and cases of absenteeism, recruitment and training costs which M&S 2015 study found to be almost three times more than that of engaged employees as Figure 1 shows.

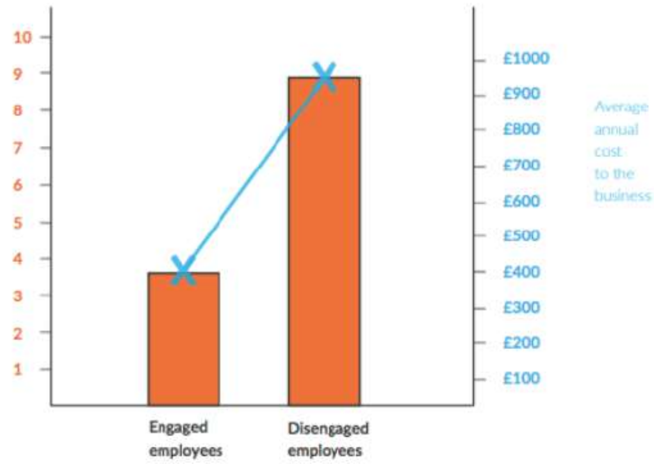

Figure 1: Comparison between Cost of Engaged and Disengaged Employees in the UK (from Perkbox, 2020).

Similar to these UK Surveys, Zarban (2018) and Grant (2019) found the need to increase engagement employees through appropriate leadership because it does not only reduce issues and costs associated with poor performance but also enhance employee's well-being, motivation, job satisfaction and reduce the cost of training, recruiting and absenteeism.

Impact of Transactional Leadership on Employees Engagement

Transactional leadership Was found in the Study by Grant (2019) in his study on leadership and employees' engagement to use rewards and behaviour reinforcement strategies to ensure employee engagement. In the hotel industry, this form of leadership uses the need to meet basic needs, safety and a sense of security to engage employees to meet the organisational goals. Among best-performing hotels in the UK, such as Premier Inn, Hilton and Travelodge, Murasiranwa (2012) identified the use of rewards as the basis for improving performance. Consistently, the study by Stuck and Herd (2012) and Anand (2017) viewed the use of reward to motivate and improve employees' job commitment and performance because they were committed to meeting the set goals so that they could receive a reward. For instance, Murasiranwa (2012) identified best-performing hotels like Premier Inn and Travelodge to use the service quality approach to reward good performance where hotel managers engage guests to obtain feedback about the experience they got and if good experience, the service providers are rewarded. This motivates others to offer quality service for positive feedback to get monetary rewards such as bonuses and recognition.

Impact of Transformational Leadership employees Engagement

Zarban (2018), although transactional leadership can promote engagement, the weakness is that it does not meet the high-level needs for self-actualisation, and thus the need to apply transformational leadership together. In the hospitality industry, there is a need for great absorption given the long working hours, dedication and vigour, and transformational leadership encourages workers to use innovative and creative capabilities to accomplish their tasks, thus optimising organisational and individual innovation and development needed to meet performance expectations (Cutler, 2014). This way, productivity and commitments are enhanced, which are antecedents of employee engagement. A five-star hotels empirical study by Alzyoud (2019), which included Travelodge and Premier Inn, found that due to the ability of transformational leadership to meet high-level needs, employees' self-actualisation improved their innovation and psychological safety, which inspired workers to achieve great goals. This inspirational motivation came because employees' self-actualisation motivates them to achieve higher-level goals such as meeting and exceeding performance expectations, full commitment to what they do and giving their best to ensure that quality of service and products are given to customers.

Conclusion and Recommendations

The study investigated the impact of leadership styles on employee engagement in the UK hospitality industry. The narrative analysis helped analyse secondary qualitative data relating to UK hotels such as Premier Hotels, Hilton and Travelodge. The case for employee engagement was built on the need to have high performing workforce, reduction of cost relating to lack of engagement such as training, turnover and underperformance, thus less profitability. While transactional leadership enhanced engagement through rewards, the Full Range Approach of leadership proposed that leadership be used interchangeably with transformational leadership to inspire employee engagement to meet higher-level needs. As such, two recommendations are made to the UK hospitality industry.

First, with the increasing cost of employee's disengagement, it is important to adopt an enabling leadership that increases job satisfaction, job commitment and performance of employees through engagement.

The present research found transformational leadership to superiorly motivate hospitality workers more than transactional leadership because it helps meet high-level needs by motivating workers to address the goal of the organisation as they address their needs. By using transformational leadership, managers and supervisors in the hotel industry can work collaboratively and in a democratic way, allowing followers to directly or indirectly participate in contributing ideas and building vision.

Secondly, the value of transactional leadership is also relevant to employee engagement. For higher-level needs to be met, low-level needs should be met, such as security, safety, and basic needs. Therefore, the study recommends using transactional leadership interchangeably to follow performance and satisfaction rather than replacing it with transformational leadership. This is because followers need to realise the full meaning of their work, and this means getting most of their transactions through contingent rewards so that they can accept to take risks, be innovative and effective, which means transformational leadership augments transactional leadership.

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An assessment of how to achieve competitive advantage and alleviate organisational weaknesses: Insight from British Airways

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Abstract

Competitive advantage assures a business of survival in its respective sector. However, any strategy aligned to achieving a competitive edge can only achieve desired objectives if the right measures are included to alleviate the weakness of the brand. In formulating competitive strategies, it is essential to undertake an analysis of the strengths and weaknesses of the brand to make rational decisions on what strategies best suit the organisation. British Airways has utilised service differentiation as a competitive edge, therefore, managed to sustain its operations in the competitive airline business. Secondary research has been utilised to collect qualitative data from various peer-reviewed articles, journals and books to assess how competitive advantage and weaknesses alleviation has been achieved by British Airways. Content analysis is used to analyse data and ethical considerations being adhered to during the entire research process. From information acquired, British Airways has focused on its strength of service provision hence managed to offer services in the premium segment with the use of service differentiation competitive strategy.

Keywords: competitive advantage, organisational weaknesses, British Airways, competitive strategies

Introduction

Research Background

Organisations formulate strategies that can assist in achieving an edge over their competitors since this is essential for their survival. According to Ali & Anwar (2021), competition is inevitable in business, and this is due to the presence of varied needs and expectations of customers. Tastes and preferences create a niche that a firm can venture therefore increasing competition to the respective sector. Distanont & Khongmalai (2020) indicate that competitive advantage is what determines the success or failure of any business since strategies aligned to competitive advantage focus on identifying ways of outperforming another firm, therefore increase in profit margins. In the formulation of competitive advantage strategies, the ability to understand the strengths and weaknesses of the organisation is critical towards the formulation of the appropriate strategies (Jones et al., 2018). For example: If a company is known for its efficient service delivery, employees should be trained to capitalise on this perception, therefore the use of resource-based theory as a competitive strategy. Nevertheless, it becomes important for every business to comprehend the environment it operates in for efficient business strategies. A focus on capabilities and resources, as ways of identifying the right competitive strategy, assist a brand not to expose its weaknesses, therefore, denying competitors the chance to increase their market share by attracting its customers with better offers.

Research Problems

In this study, the focus is on how British Airways has managed to achieve a competitive advantage and alleviate weaknesses in the competitive airline industry. The ability to formulate a successful competitive strategy that can assist a brand in increasing its market share or surviving in the current business environment, where information is readily available, has become a challenge. Nikolskaya et al. (2018) explain that businesses have to understand their environment to make sound decisions that can assist them to not only survive in the market but also grow. Competition is a challenge to business sustainability since a brand depends on customers for revenues who may change their preference for products or services based on trends or perception. Liberalisation of the internet, presence of information and online influencers across social platforms has changed the business environment, with every brand seeking to identify with unique ways of attracting and retaining customers every single day (Malik, 2019). How can a business achieve a competitive advantage despite the presence of these external challenges and internal weaknesses associated with a brand?

Objective of the Study

Firms are implementing strategies that can assist them in achieving a competitive advantage, with the most effective way being to comprehend your strengths and weaknesses before formulating any strategies. In this study, the focus is to assess how competitive advantage can be achieved despite the presence of organisational weaknesses. In the effort to achieve this, British Airways will be used as a case study to understand how the airline has managed to remain afloat despite its weaknesses and challenges in the airline industry.

Scope of the Study

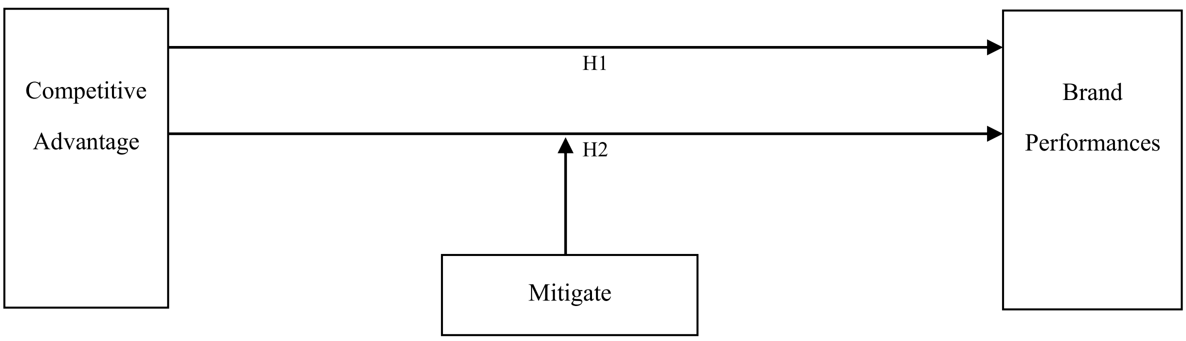
The ability of a firm to achieve a competitive advantage assists a brand is performing better due to the increase in revenue. Amankwah-Amoah (2018) indicates that businesses should strive to enhance their performance relative to their competitors in addition to attaining a competitive advantage position. However, sustaining the competitive edge acquired requires a brand to understand the internal strengths and weaknesses since this not only assist the business to formulate the right business strategies but also assist in surpassing the average performance of the respective sector. The focus of this study is to assess how British Airways has managed to achieve a competitive advantage while alleviating the weaknesses of the airline. Aligned to this perspective, the study will focus closely on the performance of British Airways and how the brand has managed to attain a competitive advantage, therefore its sustainability in the highly competitive industry. As a service industry, the focus of the assessment is on how the brand has changed its operations in the effort of realigning the company operations to the market needs and expectations, therefore, sustaining the brands' operations in the sector.

Research Significance

Information relating to how a brand can achieve its competitive advantage is important to every business entity. The challenge that businesses face in the current business environment is to decide on the appropriate strategy to use to sustain their operations in addition to growing their revenue Payne et al. 2018). In this study, the focus is on how British Airways has gained a competitive edge despite associated weaknesses such as finances. The assessment of the business strategies that British Airways has implemented in its operations will provide essential guidelines to the management of other brands to alleviate weaknesses while attaining a competitive edge in the service industry. The study will provide critical knowledge that managers require to make informed decisions that relate to achieving competitive advantage in their respective industries.

Theoretical Framework

British Airways is the largest in the UK when it comes to airlines and fleet size, and this justifies the capability of the brand to fly to over 70 different countries managing to serve over 40 million passengers. As a premium segment airline, a British Airline business strategy that has differentiated its operations from other brands in the sector is service differentiation.



Competitive advantage leads to brand success but when brand weaknesses have been mitigated, the success of the brand is guaranteed. This is because an assessment of a brand leads to the identification of its strengths and weaknesses, therefore, making sound decisions on how to allocate resources effectively.

Hypotheses

In this study, the following hypotheses have been advanced:

H1: The performance of an organisation depends on how the management formulates competitive strategies

H2: Organisational performance is moderated by the extent to which weaknesses of the brand are mitigated if competitive advantages are to be achieved.

Literature Review

Competitive advantage

The decisions that management makes when it comes to operations of a brand in its respective sector can lead to its growth and sustainability or failure. Management has the major role of formulating strategies that can assist the business to achieve its mission and vision while the objectives of the shareholders remain intact 9Anwar, 2018). As the providers of capital, every shareholder has to benefit since this is vital in encouraging them to continue investing in a brand. Strategies that management formulates have to ensure that brand sustainability is a major consideration since the lack of this aspect indicates that a brand has no long-term objectives. Competitive advantage is a state that every brand seeks to achieve since this increases brand growth and sustainability irrespective of the sector (Ali & Anwar, 2021). Malik (2019) argues that strategies that seek to help a brand achieve a competitive edge have to provide better and unique ways for a company to undertake its operations, therefore, outshining the competitors.

Competition can lead to the failure of a brand since customers are important to the provision of revenue, but competition provides a variety of solutions or products to customers, therefore, reducing revenues to a single brand. Aligned to this, competition limits brand dominance, especially in a perfect market, therefore, leaving the management with the obligation to formulate competitive strategies that can assure business growth. The current business environment provides challenges to companies since there is readily available information, and this indicates that brands can imitate strategies that other brands have implemented; therefore, the importance for management to consider competitive strategies that cannot be imitated (Seo, 2020). The resource-based theory is one of the major strategy foundations that a brand can use, especially the utilisation of the capabilities of employees to achieve desired business objectives.

Brand weakness and achieving an edge in British Airways

In the formulation and implementation of business strategies, Karami (2017) identifies strengths and weaknesses as major aspects that determine the extent to which competitive strategies can achieve desired objectives. In comprehending the weaknesses and strengths of the business, the management can understand which strategies can assist the brand in achieving its objectives, therefore, aligning the resources effectively and requiring capabilities (Amankwah-Amoah, 2018). The resources and capabilities of a brand should be aligned since this will assist in achieving desired business objectives with ease. When a brand identifies its position in the sector, there can make sound and rational decisions that can propel the brand to achieve desired business objectives. British Airways has gained significant market share due to the ability of the brand to align its resources effectively (Graf-Vlachy, 2021).

As a premium segment airline, the management has utilised the aspect of personalisation of services depending on the target clientele (Airways, 2017). This is achieved with the utilisation of service differentiation as a competitive strategy that ensures that the airline's resources and capabilities are effectively utilised to achieve business objectives. In effective utilisation of the company resources, the company has invested significantly in attracting and retaining qualified personnel who can offer the best services in the sector, and this is a major strategy anchored on resource-based theory (Vatankhah et al. 2019). In implementing the service differentiation strategy, the company has managed to concentrate on its strengths while alleviating weaknesses through customer feedback. This has enabled British Airways to achieve major milestones in its operations in the UK and across the globe, competing with other global brands in the sector.

Research Methodology

The process of conducting this research will focus mainly on identifying how British Airways has managed to gain a competitive edge while managing its weaknesses. With the lack of inherent meaning of how to effectively achieve competitive advantage in the airline industry, interpretivism philosophy was utilised since it advocates for the use of varied perspectives and perception of data relating to the social phenomenon being investigated (Bryman, 2015). To comprehend competitive advantage in British Airways and how the brand weaknesses have been alleviated, descriptive data were utilised, and this focused on the acquisition of non-statistical data (Kumar, 2018). Based on this consideration, qualitative data was utilised in addition to the use of grounded theory as a research strategy. Grounded theory, as Flick (2015), focus on the acquisition of results from the study rather than examining if collected data is aligned to an established framework. The explanatory research design was utilised since it seeks to explain a social phenomenon (Neuman, 2016). The use of explanatory design assists in providing more information relating to the relationship between competitive advantage and brand weaknesses and how to effectively alleviate identified weaknesses. Descriptive data were collected using secondary research which relates to the use of already existing data relevant to the research topic. A major advantage of using secondary research is that it is less time consuming when compared to primary research (Saunders et al., 2011).

Secondary research meant that data was acquired from peer-reviewed articles, journals and books. Company websites and databases such as Google Scholar, business source complete and Emerald were some of the databases that provided relevant data that related to the research topic. Data collected using content analysis was analysed using content analysis. With the presence of varied perspectives on how competitive advantage leads to the success of British Airways while alleviating the weaknesses of the brand to ensure brand sustainability, the presence of content analysis presents the opportunity to acquire desired information relating to the topic of interest. In content analysis, patterns, regularities and semblances in terms of themes present in descriptive data are sought to achieve the stipulated research aims (Krippendorff, 2018). Ethical, validity and reliability aspects have been considered in the effort of accomplishing the research. Ethical considerations range from the acquisition of permission from relevant departments to ensuring that information utilised from various sources has been cited and referenced. When it comes to reliability and validity, data collections methods play a vital role in ensuring that data is reliable, therefore the acquired information. The validity of the study was ensured with the utilisation of recent peer-reviewed articles, journals and books.

Findings and Conclusion

British Airways has identified resource-based theory as a competitive strategy that assists the brand to operate in the aviation sector (Graf-Vlachy, 2021). With the provision of differentiated services, the airline has managed to attract and retain customers; therefore, revenue flow is assured. The provision of good services to current customers is a way of increasing the customer base due to referrals which is one of the best marketing tools that a business can depend on to achieve business success and sustainability. Competitive strategies, as Distanont & Khongmalai (2020), explains focuses on offering unique services or goods to a target clientele, therefore, making them choose the brand in a situation where there are different brands to consider. This indicates that a brand has to be able to understand its customer base and also its strengths and weaknesses for it to offer better services or goods to customers.

The hypothesis that indicates the performance of an organisation depends on how the management formulates competitive strategies has been proven since the obligation of the management has to initiate from comprehending the organisation before the formulation of strategies if success is to be achieved. This is because the capabilities and resources of the organisation have to be aligned for sustainability to be achieved. Strategies that are not aligned to company resources and capabilities cannot be implemented, therefore, business failure. Hypothesis on how organisational performance is moderated by the extent to which weaknesses of the brand are mitigated has been proven, and this is because weaknesses have to be mitigated for any brand to achieve desired business objectives. Weaknesses are mitigated through a brand focusing more on strengths but also on how to limit the impact of its weaknesses to achieve stipulated business objectives.

Recommendation

To achieve success, competitive strategies have to be formulated effectively, with a close focus being on brand success. This indicates that the first obligation of the management is to undertake a SWOT analysis to especially identify the internal aspects of strengths and weaknesses of the business while prospecting the future direction of the brand using external aspects of threats and opportunities (Anwar, 2018).

Every brand should focus on implementing strategies that ensure resources and capabilities are aligned since this is the major aspect in the success of any brand irrespective of the external brand challenges. The resource-based theory is a major based for competitive strategies that can assure the business of success irrespective of the information and brands that seek to imitate formulated strategies to survive (Amankwah-Amoah, 2018).

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Research on the Application of Traditional Culture in the Reform of "Three Education" of Art Curriculum in Higher Vocational Colleges -- Taking Preschool Education as an Example

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Abstrct

Chinese traditional culture is broad and profound, and has a long history. Absorbing its essence is the use of modern art teaching in vocational colleges, which is very helpful for higher vocational students to establish correct values. Mr. Guo Qiyong, Dean of the National College of Wuhan University and a master of Sinology, believes that China's excellent traditional culture goes hand in hand with the times. One of its characteristics is "being poor, being flexible" and "being flexible". "It is remarkable that the Chinese nation and its culture, which have lasted for thousands of years, have come to this day without falling. The cultural gene contained in the excellent traditional culture is of great significance to solve today's problems.

Preschool education is an emerging discipline with rapid development. In 2012, the Ministry of Education issued The learning and Development Guide for children aged 3-6, it defines the basic quality objectives for children's learning and development. Focusing on promoting the coordinated development of children's physical, intellectual, moral and aesthetic aspects, it gives clear instructions on the learning and development objectives, the main contents and educational suggestions in the five major fields of children's development - art. Art is the most important part of visual art feeling, appreciation, expression and creation in the art field Art course is a compulsory professional basic course for preschool education students. The purpose is to enable students to master kindergarten applied art skills, scientific art education concepts and diversified skills and techniques, focus on training students' practical ability to implement art teaching in kindergarten, cultivate students' aesthetic interest, improve aesthetic quality, and do a good job for their future engagement in early childhood education Industry preparation.

This research is based on "the integration of traditional culture into the reform and application of" three education "of art curriculum in Higher Vocational Colleges. In the specific research process, taking "preschool education major as an example", this paper first expounds the concept, significance and characteristics of Chinese traditional culture and its impact on art education, and then uses the methods of questionnaire survey and literature research Under the background of reform, the teaching status of applying traditional culture to art courses in three higher vocational colleges, Quanzhou Preschool Normal College, Quanzhou Huaguang Vocational College and Quanzhou Vocational and Technical University, is analyzed in detail, and then on this basis, the methods of applying traditional culture to art courses in Higher Vocational Colleges under the background of "three education" reform are summarized.

Keywords: Preschool education; traditional culture; Higher vocational colleges; Three education reform.

Research Background

In the past 40 years, China's higher vocational education has been exploring and committed to exploring a reform road in line with the socialist core values. In January 2019, the State Council issued The implementation plan of national vocational education reform, focusing on and proposing solutions to the problems existing in higher vocational teachers, teaching materials and teaching methods (i.e. "three education"). The "three education" reform requires higher vocational colleges to take new ideas as the guidance, establish a scientific outlook on education, take teaching reform as the core, promote the comprehensive reform of all links of teaching and learning, and clearly point to the three core issues of "who will teach", "what to teach" and "how to teach" in vocational colleges. These three elements are the most important factors affecting the teaching quality of vocational colleges.

In November 2015, the fifth Chinese art education conference jointly sponsored by the International Academy of art education, the world Chinese Art Education Association and East China Normal University was held on the Bank of Suzhou River in Shanghai. Among them, the research on art education and cultural understanding is an important topic of this conference. Experts and scholars from all over the world think about art education from the perspective of cultural anthropology and sociology, and deeply explore the relationship between art education and national culture and multiculturalism, as well as the relationship between art education and cultural heritage, philosophy and aesthetics.

In 2014, the Ministry of Education promulgated The guiding outline for improving the education of Chinese excellent traditional culture. The guiding emphasizes that "strengthening the education of excellent Chinese traditional culture plays an important role in guiding young students to enhance their national cultural self-confidence and value self-confidence, and consciously practice the core socialist values." at the same time, the Ministry of education has organized and carried out a series of activities of "respecting excellent Chinese traditional culture" for three consecutive years. Colleges and universities around the country attach great importance to and respond positively. In close combination with the refinement of university spirit and the construction of campus culture, they have made great efforts to create a number of brand activities with good effects, great influence, characteristics and promotion, which have played a positive role in guiding college students to consciously inherit and carry forward the excellent traditional Chinese culture, and strive to cultivate and practice the socialist core values, Has produced a good response. The theme of the activity in 2016 is "patriotism, ambition to strengthen the country, serving the country".

Under the background of "globalization", many art educators are thinking about these problems: how to organically integrate the diversified Chinese traditional culture into the modern art teaching system to adapt to the development of the times and social changes? What is the core of the challenge in the process of inheriting and carrying forward traditional culture in art classroom? How to better tap traditional cultural resources and make use of them? Under the background of the new era, what is the degree of contemporary students' understanding and acceptance of traditional culture? The proposal of these problems is an attempt to deal with and solve this problem.

In the process of frequent political, economic and cultural exchanges with western countries, modern higher vocational art education is also developing in the direction of globalization, which is inevitably strongly influenced by western culture. Western art education ideas and painting techniques have gradually penetrated into the art classroom, while the cultivation of Chinese traditional culture in art education has been gradually ignored. Therefore, how to inherit and carry forward China's excellent traditional culture has become an important topic for higher vocational art educators, especially how to infiltrate traditional culture into classroom teaching. This research is based on this point. Higher vocational art teachers should use their wisdom to build a bridge between the past, the present and the future, organically integrate traditional culture into the curriculum system of modern art education, stimulate students' innovative thinking, and enable them to communicate and think between traditional culture and modern civilization.

It is the responsibility of today's educators to carry out effective traditional culture education for students. The author believes that integrating excellent traditional culture into art classroom is to inherit and carry forward Chinese traditional culture, improve students' personal cultivation and cultural literacy, and enhance students' sense of national honor and pride. Training students to become the transmitters of Chinese excellent traditional culture is not only the urgent need for the continuation and development of Chinese traditional culture, but also the need for the development of Chinese art education.

Research Problem

In modern art education, there is no doubt that technology should be included, but it is not only technology, but also culture. This is the correct concept of art education and the direction of the expansion and progress of art education. Infiltrating Chinese excellent traditional culture into higher vocational art education has far-reaching educational significance for students. Traditional culture is the cornerstone of the development of modern culture, and modern culture is an important way to inherit traditional culture. However, whether the rapid development of social economy will have an impact on traditional culture and whether excellent traditional culture and art can be spread and inherited among the people is an urgent topic of modern art education. Based on the investigation of art teaching in three higher vocational colleges, Quanzhou Preschool Normal College, Quanzhou Huaguang Vocational College and Quanzhou Vocational and Technical University, and the analysis of the current situation of students' access to traditional culture, this paper puts forward views and opinions on the due action of art classroom education in the inheritance and development of excellent traditional culture, and describes the significance and role of Chinese traditional culture, From the relationship between Chinese traditional culture and art education, aiming at the current situation of art education in three higher vocational colleges: Quanzhou Preschool Normal College, Quanzhou Huaguang Vocational College and Quanzhou Vocational and Technical University, this paper puts forward the teaching ideas and Strategies of infiltrating excellent traditional culture into art classroom. At the same time, it also discusses the significance of using innovative teaching mode in higher vocational art classroom to improve students' learning of Chinese traditional culture, inherit national cultural tradition and carry forward national spirit.

Objective of the Study

At present, the research on integrating traditional culture into art classroom teaching in higher vocational colleges is not thorough, and valuable theoretical results have not been formed. Through the combination of professional knowledge structure and case teaching practice, combined with the characteristics of art teaching, this study seeks the integration point between professional classroom teaching and traditional culture.

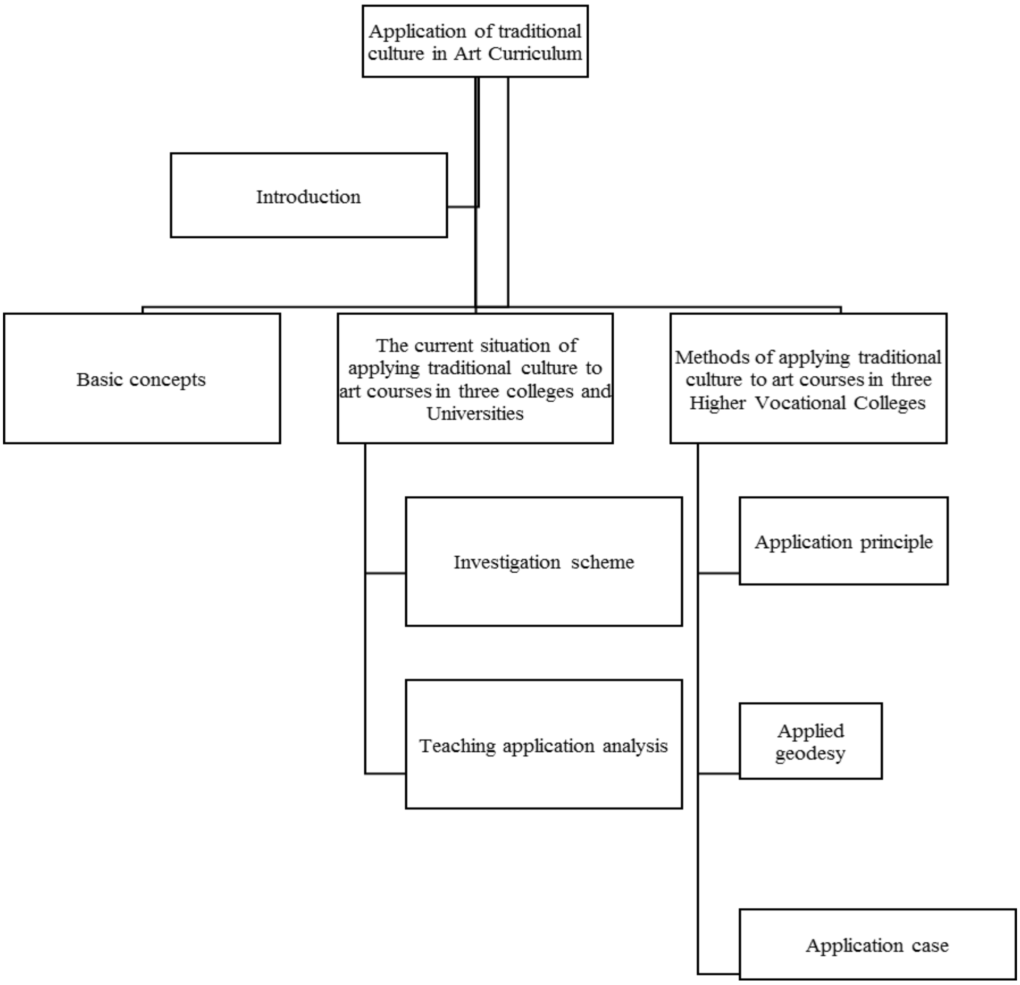
Scope of the Study

Quanzhou Preschool Teachers College, Quanzhou Huaguang Vocational College and Quanzhou Vocational and Technical University have rich connotation, diverse forms and vivid content. In the research, we mainly analyze the penetration and Realization of traditional culture in higher vocational art classroom as a whole. This paper expounds the internal spirit of Chinese traditional culture and the great vitality and creativity of the Chinese nation through the objective investigation and interview of the current situation of art education in three higher vocational colleges: Quanzhou Preschool Normal College, Quanzhou Huaguang Vocational College and Quanzhou Vocational and Technical University. Using case studies, this paper deeply discusses the optimal penetration, connotation characteristics and interactive relationship of traditional culture in higher vocational art classroom, and constructs a scientific, timely, reasonable and systematic higher vocational art teaching curriculum system, so as to promote Quanzhou Preschool Normal College, Quanzhou Huaguang vocational college The art classroom teaching practice of three higher vocational colleges in Quanzhou Vocational and Technical University has found a vivid carrier and development space.

Research Significance

It is the responsibility of today's educators to carry out effective traditional culture education for students. The author believes that integrating excellent traditional culture into art classroom is to inherit and carry forward Chinese traditional culture, improve students' personal cultivation and cultural literacy, and enhance students' sense of national honor and pride. Training students to become the transmitters of Chinese excellent traditional culture is not only the urgent need for the continuation and development of Chinese traditional culture, but also the need for the development of Chinese art education.

Theoretical Framework



Hypothesis

Hypothesis1: The introduction of Chinese traditional culture into the art classrooms of colleges and universities to enrich the teaching content

Hypothesis2: Chinese traditional culture is introduced into the art classroom of higher vocational colleges to realize the practical teaching game and the future employment of students.

Literatures Review

At present, there is no lack of relevant research on the art curriculum of Higher Vocational preschool education in China. Zhang Fuhong (2009) proposed that in order to cultivate the professional art ability of preschool education students, the focus of art courses is to cultivate students' practical ability and ability to appreciate art works, which should be based on the concept of "employment orientation, application-oriented, skill first and connotation development". This defines the orientation of art courses in preschool education. Zhang Na (2015) pointed out in her paper that "the subjects such as painting, technology and appreciation in the art teaching content are more closely integrated horizontally and vertically", emphasizing that the public art curriculum in higher vocational colleges should realize the integration of multiple fields of curriculum content and connect the discipline, students and society through the connection and penetration of art disciplines and other disciplines. Chen Yanfang (2018) put forward some teaching reform opinions and measures in terms of teaching mode, curriculum and teaching resources for the art teaching of pre-secondary Education Specialty in Higher Vocational Colleges under the new situation. It can be seen that the domestic research on the art curriculum of preschool education specialty is paying more and more attention. However, under the background of the "three education" reform, the comprehensive reform implementation and case study of the three core issues and links of art curriculum teachers, teaching materials and teaching methods of preschool education specialty are still blank. The concept of preschool teacher training is the key and foundation to solve the three problems of "what to teach", "how to teach" and "who will teach". Different curriculum systems in different countries reflect different concepts of preschool teacher training. In 2010, the primary standard of the National Association of preschool education's professional preparation project standard, which was newly revised by *The American Association of preschool education*, clearly stipulates that "candidates" must have at least two kinds of practical experience. Wang Haiying (2010) believes that American colleges and universities emphasize the transformation of theory and practice in the curriculum design of preschool education, and help students face the challenges while learning curriculum and theory through "special friend system", "student teacher system" and "volunteer system" Practice, its research provides reference and Enlightenment for the curriculum design of preschool education specialty in China.

In the setting of pre service training curriculum system for preschool teachers in Britain, it is emphasized to pay attention to the cultivation of basic teaching ability and practical operation skills. Liu cungang pointed out that the pre service training of British preschool teachers includes three aspects: general education curriculum, vocational education curriculum and educational practice.

TAFE is the main way for Australia to carry out vocational and technical education and training.

Wang Yanfeng (2016) drew on Australia's experience and put forward reform suggestions on China's preschool education from the aspects of "formulating preschool education laws and regulations, improving the system and mechanism of preschool education, clarifying the role and responsibility of the government, and paying attention to the supervision of education quality".

Developed countries attach great importance to the development of preschool education, emphasize the cultivation of preschool teachers' educational practice ability, and guarantee it in policy and law. Based on the successful experience of foreign preschool education courses, the above research puts forward reform strategies and measures for preschool education courses in China. But for specific Preschool , there is still a lack of targeted research on art courses of education major.

Ye Zhujun said in The inheritance and development of folk traditional culture in primary school art education "After thousands of years of inheriting the traditional culture of the Chinese nation, it finally needs to be inherited by future generations. Primary school students are the future of the motherland and the only candidate to inherit the fine Chinese culture. Education is particularly important. In art education and teaching, we must explore an educational road of folk culture with Chinese national characteristics. In the practice of art teaching in primary schools, we are in the classroom We should innovate more new teaching modes, new teaching methods and new teaching contents. By learning from some educational resources, we can enrich the classroom practice content and make the classroom achieve better teaching results. Therefore, it is imperative to set up folk traditional culture in the primary school art classroom! "

Zhang Yonglong said "beauty" in his article Research on improving students' humanistic quality through basic art education

Art education is not only an aspect of primary school cultural education, but also an indispensable and important part of quality education. It has unique significance in improving the knowledge level of the whole people and cultivating the cultural quality of the whole people. The new curriculum standard clearly points out that "art course is a compulsory cultural course for students and an important way for schools to carry out aesthetic education and education." As an art education in the new century, it is to improve students' aesthetic awareness, cultural literacy, cultural quality and cultivate innovative awareness. In the classroom, Chinese traditional culture can have a great influence on students, such as her formation, development and cohesion. It is the inevitable trend of the times to let primary school students know and accept fine folk culture from an early age Potential. Art classroom is the main position to realize this requirement. In art classroom, we should constantly integrate traditional culture and strive to create a cultural learning atmosphere for them, which is the basic requirement of art educators in the new century.

Research Methodology

Theoretical research method

Around this research topic, the author consulted a large number of books related to Chinese traditional culture and higher vocational art education. At the same time, with the help of China HowNet and Chongqing VIP and other periodical databases, we learned about the research results and research progress of domestic higher vocational college educators using traditional culture to cultivate talents. By sorting, analyzing, synthesizing, digesting and understanding these materials, we can carry out the research on Higher Vocational Art Classroom under the traditional culture.

Investigation and research method

Selected specific objects that meet the requirements of the subject, conduct sampling, questionnaire survey and interview, and obtain reliable data. Using the questionnaire survey, we can understand the cognition of art students and their related majors in three higher vocational colleges, Quanzhou Preschool Normal College, Quanzhou Huaguang Vocational College and Quanzhou Vocational and Technical University, and their views on integrating traditional cultural knowledge into art classroom teaching, so as to explore appropriate methods and ways, Better integrate traditional culture into art classroom teaching in higher vocational colleges.

Case study method

In the course of this research, the author has learned various art teaching cases. The main ways are to listen to on-site teaching, watch teaching video and image materials and read teaching cases in professional journals. By analyzing the teaching methods and related contents of traditional culture, we can lay a solid foundation for teaching practice, achieve the overall structure in theory and promote in practice, and try to let the original materials speak as much as possible, so as to obtain a more convincing original point of view.

Findings and Conclusions

The teaching content is less used for traditional culture

The biggest problem in art classroom teaching in higher vocational colleges is the neglect of Chinese excellent traditional culture. For example, after a period of art classroom teaching, many students can name many foreign art masters, but they can't count a few Chinese traditional art masters, and they lack the knowledge and understanding of China's traditional art culture; From the perspective of art classroom practice teaching, students are far more familiar with and use foreign art techniques than Chinese traditional art, such as calligraphy, Chinese painting, seal cutting and other folk art techniques. At present, many higher vocational colleges emphasize the importance of following the situation and set up computer design courses, but do not pay attention to the cultivation of students' manual ability. There are fewer and fewer practical courses of Chinese traditional art culture. Not paying attention to traditional culture and lack of content about Chinese traditional culture in art classroom teaching are the direct reasons for students' lack of Chinese traditional culture knowledge and poor ability of artistic practice and innovation.

Teaching methods lack diversity

Art teachers rely too much on textbooks in the process of art classroom teaching, and the curriculum design of Chinese traditional culture is relatively single, mainly focusing on appreciation and evaluation, modeling and performance. For example, when teaching the appreciation of traditional Chinese art works, some art teachers simply tell and evaluate the works, and simply analyze the creative background and the author's life. There is no migration and expansion of knowledge, such as digging into the interior of the fine arts works, digging out the feelings and thoughts of the author, and introducing other art works of the same period and comparing them, so that the students can understand the characteristics of the development of China's art works in that historical period and draw lessons from them. Only in this way can we expand students' traditional cultural knowledge and let Chinese traditional culture play a strengthening role in students' art knowledge structure.

Teachers lack of mastery of traditional culture

The utilitarian tendency of art classroom teaching is serious. There is a phenomenon of neglecting culture and emphasizing specialty in the school, which only focuses on the teaching of art techniques. Art teachers have a narrow range of knowledge, lack of understanding of China's long-standing traditional culture, and lack of judgment on traditional cultural values. Many art teachers in Higher Vocational Colleges fail to master the relevant knowledge and skill analysis of Chinese traditional folk culture, and can not carry out the teaching practice course of traditional culture. Many schools have been carrying out the publicity and education of traditional culture for many years, but the traditional cultural accumulation of school art teachers is still obviously insufficient. They do not understand the cultural connotation of traditional painting and poetry, and can not be properly applied to the art classroom teaching in higher vocational colleges. Some schools fail to regularly organize art teaching and research activities, let alone provide art teachers with basic teaching and scientific research platforms. The continuing education of school teachers, teachers regularly participate in traditional education and training, and constantly improve their traditional cultural literacy. There are still some problems in broadening the traditional cultural vision of art teachers.

Lack of Attention to Traditional Culture and Art Education

At present, the management of higher vocational colleges does not pay enough attention to the specialty of preschool education, so the research on its art curriculum teaching is not comprehensive and in-depth, and it is far from enough in terms of the integration of traditional culture and art; In terms of corresponding art courses, there are problems in the selection of teaching contents and the way of teaching assessment, paying too much attention to art skills and ignoring the examination of cultural literacy, taking modern art as the main teaching content and ignoring China's traditional art, so that students only know a little about traditional cultural art, and they focus on how to improve their professional ability, And lack of basic cultural and artistic self-restraint; Due to the limitation of class hours, many teachers often pay attention to the guidance of painting skills and methods when teaching art courses in order to maintain a rapid teaching progress. They require students to improve their painting ability and enhance their ability to express beautiful things through a large number of painting exercises, while ignoring the teaching of cultural values contained in traditional culture and art, Moreover, when students have spent a lot of energy in their daily study due to the large number of art works to be handed in, they do not have enough time and energy to deeply understand the charm of traditional culture and art; Students majoring in preschool education, fewer and fewer students understand traditional Chinese painting, like traditional Chinese painting and are good at traditional Chinese painting, which is undoubtedly a challenge to the inheritance of traditional culture. At the same time, it is not conducive to the long-term development of students in higher vocational colleges, and it is easy to make students lack of spiritual world. The above aspects reflect that higher vocational colleges do not pay enough attention to traditional art, The teaching program implemented did not fully understand the current new situation and did not give full play to the leading role of traditional culture and art.

Recommendation

Constantly complete the art teaching course system

In the course of fine arts specialty in Higher Vocational colleges, the required courses of traditional culture should be offered on the basis of the existing course system, and the optional courses of local culture and art should also be offered. For example, select the traditional cultural knowledge related to art and the most representative local traditional art culture, and as a teaching resource of fine arts, set up the required courses of traditional culture and art in the related specialties of Fine Arts in Higher Vocational colleges. For senior vocational students of art related majors, carry out teaching and practice activities of art classes with different forms and contents. Establish a platform for scientific research and innovation of fine arts to enhance students'enthusiasm and interest in traditional culture. By building a complete teaching system of traditional culture and art education, we can improve the quality of education and teaching of the related specialties of Fine Arts in Higher Vocational schools, improve the understanding of traditional culture of Higher Vocational students, and apply it to art innovation and creation. Finally, while protecting, inheriting and developing traditional culture, we should promote the combination of teaching and scientific research of traditional culture in higher vocational schools with the local traditional culture industry and the integration of industry, University and research.

Diversification strategy of traditional culture penetration

Mr. Cai Yuanpei, the advocate and theoretical founder of modern art education in China, said, "As a nation with cultural progress, since scientific education is carried out, art education 23 should be popularized in particular." Art education refers to a kind of socialized behavior that educators organically carry out by means of fine arts to cultivate the educatees'integrative ability to recognize and create fine arts. People who receive art education have different expectations and results. One is to become an artist, the other is to receive education in art culture, the focus of which is to receive education in art appreciation. Art education is different from moral, intellectual and physical education. It only improves people's quality and cultivation through aesthetic activities and aesthetic methods such as art, to transfer people's psychological temperament and change people's spiritual outlook, so as to achieve the goal of training in an all-round way. That is, to make people's body and mind develop in harmony and become a person with lofty sentiment and practical ability. It has not only the cultivation of the subject's ability of aesthetic perception and knowledge, but also the cultivation of the subject's ability to create beauty and the pursuit of self-perfection in practice. Kant said that people with deep cultural education and rich aesthetic judgment tend to be able to choose moral behavior at the expense of utility in the dilemma of morality and utility, whereas people without cultural education and aesthetic judgment are on the contrary - they pursue endless material desires and immediate interests. Kant thus elucidates his aesthetics and aesthetic view, takes beauty as a bridge to communicate the true and good, and demonstrates the essence and significance of aesthetic education from a broad perspective of human nature and education.

Promoting the traditional cultural accomplishment of art teachers

In order to improve the quality of art class teaching in Higher Vocational schools, we must start from the source, raise the level of knowledge and reserve of Chinese traditional art culture by the art specialty teachers in Higher Vocational schools, and enhance their own traditional culture cultivation, because only in this way can they become a bridge between students and Chinese traditional culture, and enable students to understand and recognize Chinese traditional culture. Love of art education is the ideological basis of the professional quality of Higher Vocational Art educators. A qualified higher vocational art professional teacher should have a rich structure of art and cultural knowledge, a relatively profound cultural knowledge, a solid basic teaching ability and a knowledge framework in the professional field, and be able to integrate the teaching content. While training research-oriented art teachers, attention should be paid to the critical and reflective spirit of art teachers in Higher Vocational schools. Teachers, as the profession itself bears the responsibility of inheritance and is the bridge between students and the sea of knowledge, should bear the responsibility of inheriting the excellent Chinese traditional culture. They should also continue to study the relationship between the rich and colorful forms of Chinese traditional culture and classroom practice so as to make students realize the artistic value of Chinese traditional culture.

Focusing on traditional culture and opening up knowledge blocks of various types of traditional culture

The content of pre-school professional art teaching involves many aspects, including art base, art appreciation, kindergarten practical handicraft and environment creation, etc. When conducting art class teaching, we should combine the students'actual experience with the knowledge of various types of traditional culture to appreciate and analyze our traditional art works, including the background of the times, cultural connotation, national spirit, etc. Integrate it into preschool art education; For example, our country's folk paper-cut art is broad and profound, and the paper-cut styles, colors and lines of different regions in each period have different style and characteristics, which can reflect its cultural development direction, aesthetic level and national spirit. These paper-cut works have great reference, inspiring students to apply them to pre-school art creation through the appreciation of paper-cut works; Teachers infiltrate traditional art into art classes, can use multimedia to show students the excellent traditional culture and art of our country, guide students to learn painting techniques, at the same time, introduce the culture of works to students, enhance the aesthetic level of pre-school education students, and enhance their cultural literacy. On the basis of inheritance and combining the characteristics of preschool art specialty, students can be innovated. In the future preschool education practice, they can popularize cultural knowledge to young children and cultivate their interest in learning.

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Research on Teaching Quality Management in Higher Vocational Colleges under the Background of "Double High Plan"

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Abstract

With the development of various industries in China, the demand for highly skilled talents is also increasing. Higher vocational colleges are the main body of implementing higher vocational education. The main teaching purpose is to cultivate students with high technical skills, and its teaching quality has a non-negligible impact on the quality of higher vocational education. As China's economy develops from high speed to high quality, higher vocational education also develops rapidly, and teaching quality management attracts more and more attention (Li, 2003). At present, many problems still appear in the teaching management of higher vocational colleges, which needs the attention of more education related personnel. This paper, taking a vocational colleges in the city as an example, it sorts out the current situation of teaching quality management in vocational colleges under the policy of "Double High Plan". It is found that there are still many problems in teaching quality management system, teaching resources and the teaching quality evaluation system of higher vocational colleges. Then it puts forward some countermeasures that to set up the concept of "total quality management", pay more attention to teaching quality internal governance, give full play to the role of modern information technology and so on, in order to adapt to the new challenges of the teaching and management made by the rapid economic development, improve the quality of teaching constantly.

Key words: "Double High Plan", Higher vocational colleges, Teaching quality management

Introduction

Modern society needs compound talents with both knowledge and practice skills, which makes higher requirements for higher vocational colleges under the background of "Double High Plan" in the new era. In addition to rich theoretical knowledge reserve, whether the students of higher vocational colleges have rich practical experience and operational ability is a challenge in the new era. Facing this kind of situation, higher vocational colleges need to clarify their social responsibilities as training technical personnel, determine teaching objectives, clarify their own responsibilities. They should fully realize the importance of teaching quality in cultivating talents and achieving teaching goals, and strive to improve their own teaching quality (Li, 2020).Teaching quality management is an important part of the daily work in higher vocational colleges. It not only maintains the quality of learners' schooling, but also relates to the ultimate implementation of teaching objectives. It is the basis and focus of talents cultivation in higher vocational colleges. Improving teaching quality is not only a necessary for higher vocational colleges to further expand and establish their own brands, but also the specific desire of the strategy of rejuvenating the country through science and education.

Research Background

Economic integration and the internationalization of higher education have brought opportunities for the development of China's higher education in the new era, which also have made China's higher education face a larger and more open stage, and start the all-round opening of education and teaching. Such opportunities coexist with competition of talent reserve and talent skills and quality. All this has forced Chinese universities to equip a new generation of professional students with higher quality. We must review and reconsider the quality of talent training in colleges once more, in order to meet the new needs of The Times and social development. As one of the major manufacturers in the world, the economy will no longer rely solely on high growth, but also on high quality, it should focus on technology and internal transformation. This makes enterprises have higher aspirations for technical employees, new hopes for the cultivation of excellent learners in higher vocational colleges, and facing unprecedented challenges. Solving the problem of teaching quality management in higher vocational colleges is an important way to improve teaching quality, which needs the attention of people from all walks of life.

"Double High plan" is to help higher vocational colleges transform and upgrade, promote the upgrading of national industry, increase technological content. It promotes the challenge of industrial structure, constantly meets the demand of talents for rapid economic development, and at the same time can relieve the pressure of employment. The implementation of the "Double High Plan" is to take the advance growth of some of higher vocational colleges with higher quality as the lead, and to complete the transformation of most higher vocational colleges into high-level vocational colleges with high social acceptance and attracting more learners in a certain period of time. At present, however, vocational education in China has not reached the required level, but is at a low level and has not been recognized by the society. It can be traced back to the fact that people, influenced by the exam-oriented teaching concept, do not put vocational education in the same position as general education, and to a certain extent., they discriminate vocational education. The quality of teaching in vocational colleges is not high neither. The quality of teaching is closely related to the quality of talent cultivation, both of which will also affect the development of our industry (Xi, 2020). At present, the teaching quality management of many higher vocational colleges has not reached the national standards, and there are still many problems. Nearly half of schools did not improve the quality control and evaluation of the whole process of teacher teaching management. Although some schools have set up teaching quality management systems, but they still stay in the teaching level, only focus on quality control and evaluation level. There are also backward ideas of teachers and administrators, which are related to the quality of teaching and the training of technical personnel. Higher vocational colleges should transfer the focus from the data index of talents to the connotation construction of talents, improve the teaching quality, focus on the teaching process, and establish an evaluation system combining the result and process evaluation (Li, 2016). The optimization of teaching quality evaluation system plays an important role in the implementation of “Double High Plan”. It is the demand and important layout to promote the high-level development of vocational education by taking certain measures and countermeasures to make the existing teaching quality evaluation system more reasonable (Min, 2014).The research on the teaching quality management mode of higher vocational colleges under the background of the implementation of “Double High Plan”, realizing a complete and reasonable teaching quality evaluation system, it will play an important role in developing and improving the teaching quality of colleges and universities.

Research Problems

1. What is the current status of teaching quality management in higher vocational colleges in China?
2. What are the problems of teaching quality management in higher vocational colleges by using total quality theory?
3. How to improve the teaching quality of higher vocational colleges under the background of “Double High School Plan”?

Objective of the study

Teaching quality management in higher vocational colleges is not a simple routine management, but a matter of paying attention to the teaching process and feedback. It occupies a large proportion in the school teaching management, and has an important relationship with the improvement of the academic level and the learning effect of learners. However, due to some historical factors, the teaching quality management of higher vocational colleges in China has not advanced with The Times and reached a comparable level, but still remained at a low level. This will become a stumbling block to the growth of teaching practice. It analyzes the problems presenting in the teaching quality management model to explore some measures and countermeasures to strengthen the teaching quality management of higher vocational colleges under the background of “Double High Plan”, in order to improve the teaching quality.

Scope of the study

This paper, taking the teaching quality management system, the teaching quality management model in a higher vocational colleges of the city as an example to research and analyze. It studies the teaching quality management of higher vocational colleges from the overall situation according to the main factors of the standing and development of higher vocational colleges under the “double high plan”.

Research Significance

1. Theoretical significance

It is beneficial to the standardization of higher education management and quality assessment in China. In the past, many management systems of higher vocational education focused on evaluation, but many systems and standards were not standardized and deviated from international standards. Some institutions had localized quality systems, which were their own systems, standards and requirements. Therefore, these systems have the characteristics of randomness in the specific content, means, and other aspects, which have a certain gap to the total quality management system standard . The total quality management system is more systematic and standard, and it pays more attention to the teaching process management. Its main tool for quality management is evaluation. It is the summary and sublimation of 1S09000 standard, absorbing excellent and effective quality management and quality assurance system theory and methods, growing continuously, and finally forming a systematic, standardized system.

2. Practical significance

In this paper, some measures and countermeasures of strengthening teaching quality management in higher vocational colleges under the background of “Double High plan” can not only improve teaching quality, innovate teaching quality management mode, but also can better implement “double high plan”. In this way, the project colleges can concentrate on the integration of industry and education, subject reform and other contents with the characteristics of vocational education, expand the talent scale of higher vocational colleges, and better spur the relevant personnel of higher vocational colleges to achieve the expected purpose of talent training.

Theoretical framework

Under the background of “Double High Plan”, this paper, guided by the total quality theory, studies the countermeasures to improve teaching quality by analyzing the problems existing in the teaching quality management system, teaching resources and teaching quality evaluation system of higher vocational colleges.

Hypotheses

1. The improvement of teaching resources in higher vocational colleges can promote the improvement of teaching quality. Under the condition of modern technology, being full use of modern and information teaching means and tools, can realize the modern management of teaching resources, and then realize the teaching quality management information system automation office, scientific management of the whole process of teaching, which can make the standard of management efficient (Ye, Xie, & Li, 2013).

2. Teaching management can be regarded as a process control. The scientific and rigorous system enables the management to monitor the teaching process and timely feedback the non-standard and scientific operation in the teaching process. The results of school teaching quality management should be obtained from the analysis of teaching process.

Literatures Review

1.Current Research Situation Overseas

In the research of teaching quality management system in colleges and universities, in the late 1980s, Britain was one of the earliest countries to apply 1SO9000 standard, and promulgated a new national standard in 1987. The standard is accurate and standardized, and is applied to the quality management system of many colleges and universities soon. In “Quality Management in Higher Education in the United States”, Grant, Mergen, & Widrick (2002) discussed the experience of the successful application of quality management systems in the industry. The higher education system was trying to introduce quality management into academia, with schools including Drexel University, the University of Virginia, the Manchester Institute of Science and Technology, and Chicago State University Health.

In their research report “Advantages and Disadvantages of Vocational Education”, Bevans-Gonzales & Nair (2004) American scholars, described in detail the situation of the operation of 1S09000 in nine vocational colleges in the United States, and proposed that the advantage of establishing quality management system was that it could effectively improve the management level of schools, but the disadvantage was that it took a lot of time.

2. Research status in China

Research on the construction of teaching management systems

Kong (2017) analyzed how to establish an effective teaching management system in higher vocational colleges. He pointed out that it should pay attention to the connotation of higher vocational teaching management system, do a good job in the reasonable talent training mode, teaching monitoring mode, teaching management system construction and so on. He also pointed out the beneficial effect of improving the teaching quality, forcing the teaching work to be carried out more quickly, establishing the scientific concept, and establishing the quality standard of higher vocational science teaching with Chinese characteristics.

Research on teaching Quality evaluation

There are scholars Chen (2017) and Chen & Fan (2012), who studied from the perspective of teaching quality evaluation, and believed that most colleges and universities in China still follow the traditional way of teaching evaluation, which is to evaluate teachers' teaching quality. In the evaluation process, there was no change, the student was still in the passive position, the teacher was still the central position. The classroom teaching evaluation had not been substantially improved, followed the previous model, the evaluation method was backward. As a whole, the teaching evaluation of colleges and universities had not broken through and made progress, even though deficiencies had been recognized and improvement had begun. Their contribution to quality evaluation also lied in the application of scientific analysis of data, so as to scientifically control teaching quality management.

Research on quality management mode

Shu & Xie (2019) and Zhang (2020) et al thought that with the development of social economy, higher vocational colleges were increasingly demanding the quality of talent training, and exploring effective quality management mode was an important guarantee to improve the quality of talent training in higher vocational colleges. The whole process of "three-ring control, four-hall joint control and five-dimensional monitoring" was studied. The quality management mode was carried out all day, and all aspects should be monitored, in order to lay a solid foundation for comprehensively deepening education and teaching reform and improving teaching quality and talent training quality. Higher vocational colleges and universities had their own unique characteristics, its practicality and technology was remarkable. The quality management system not only affected the quality of teaching, but also influenced the living and learning environment of high school students.

Research on improving professional teaching quality in higher vocational colleges

In terms of how to improve the professional teaching quality of higher vocational colleges, Han & Dong (2015) believed that the change of external factors such as the adjustment of local industrial structure, the demand of employers and competition of similar colleges should be taken into consideration. It also needed to combine with the internal resources of colleges and universities, the development of students and teachers and the overall development of colleges and universities. They put forward the framework and implementation path of professional teaching quality management in higher vocational colleges based on the dynamic response of "three investigations", "three analyses" and "three-ring inspection". Wang (2016) proposed a new management study, that was, open management in terms of time and content, do an effective construction of teachers and do an scientific control of costs.

Research Methodology

1. Literature analysis: collect, identify and sort out a large number of relevant literature on the

research of teaching quality management mode in higher vocational colleges, including the background, evolution process and implementation effect of teaching quality management. Based on the in-depth analysis of these literatures, relevant conclusions are drawn.

2. Historical research method: The systematization of teaching quality management mode in higher vocational colleges is definitely not accomplished in a day. It is gradually improved and formed after long-term historical evolution. Starting from the historical logic reasoning, combing the historical changes of similar teaching quality management modes at home and abroad will help us understand the reasons for their formation and development process, and summarize the development and changes in different historical periods.

3. Experience summary method: To explore the teaching quality management mode of higher vocational colleges, the author consulted a large number of materials, searched and collected information and materials from relevant school websites, sorted out, analyzed and discussed, and gained inspiration and learned successful experiences and practices that could be used for reference.

4. Case analysis: Taking the teaching quality management mode of the college in the past 10 years as a case, it analyzes and discusses the problems and deficiencies in teaching quality management in higher vocational colleges, and puts forward the reform of teaching quality management in higher vocational colleges actively under the background of "Double high plan" .

5. Exploratory research method: Based on the collected materials, through rational analysis and thinking, it explores the quality management problems of the school, summarizes experience and makes continuous improvement on the basis of total quality theory.

Finding and Conclusion

1. Problems existing in teaching quality management system

The Lagging Concept of teaching quality management and the weak quality consciousness

At present, the teaching quality management of colleges and universities mainly focuses on the daily teaching management, which is basically a passive management carried out by the teaching management personnel around the completion of the teaching plan. As a result, most of the teaching management personnel are busy with transactional work, and it is difficult to think about the problems such as management efficiency and management quality. As a teaching administrator should consider the basic level of the problem. On the one hand, it is due to the lack of systematic theoretical knowledge of education and teaching management, low quality of personnel, insufficient understanding of the role of teaching quality management, lack of management concepts, etc. On the other hand, the existing teaching quality management concept lags behind, the quality consciousness is not strong. For example, the teaching quality management mainly evaluates students' academic performance by scores, ignoring the training of students' thinking and practical ability, resulting in the widespread phenomenon of high scores and low ability; The inspection of teaching quality of teachers is still stuck in the management level of conventional teaching links, resulting in teachers' neglect of learning, and the assessment of teaching management personnel is still difficult to be substantively linked with teaching quality, and there is no way to improve and strengthen quality awareness(Kong, 2017).

The Imperfect organizational structure of teaching quality management in colleges and universities

First of all, from the perspective of management level, the first-level management organization is the Academic Affairs Office of the College, and the second-level management organization is the academic affairs Department of the College and the department. There is still a lack of high-level authoritative management organization of teaching management that performs the functions of coordination, guidance and recognition, such as the Teaching Steering Committee. Secondly, the affiliation of each agency is unclear, or the scope of responsibility is not clear, resulting in the work of mutual buck-passing, problems pushed down. Thirdly, the lack of coordination mechanism, independence of each agency, too much emphasis on their own interests and short-term interests, all of these have utilitarian color and departmatism.

Defects and lack of vitality in institutional construction

In the formed teaching management system, there is a general lack of incentive mechanism. Teaching objective management system, teachers' teaching management system, teaching link operation system, teaching evaluation and inspection system, all of these are difficult to reflect the incentive mechanism, resulting in the difficulties in the implementation of the system. For example, the teaching management system of teachers only emphasizes the responsibility of teachers and seldom considers their rights. There are only penalties for failing to meet requirements, but not rewards for outstanding performance. This kind of management system which makes teachers passively accept. It is not good for inspiring teachers' enthusiasm for work and cannot give full play to their subjective initiative. As a result, various teaching management activities are often promoted by meetings, which makes the teaching management system lose its long-term mechanism and executive power.

2. Problems in teaching resources

Inadequate use of modern information technology

Many higher vocational colleges have the problem of insufficient use of modern information technology. At present, advanced science and technology constantly emerge, advanced science and technology for the advancement of education reform provides a good platform, vocational colleges are no exception. In the process of higher vocational college education teaching, it can fully absorb the role of modern information technology, and use modern information technology to build network platform. However, the use effect of the network platform is not good, and the content related to the supervision of education and teaching quality is not constructed in the network platform, resulting in the lack of integrity of the construction of the network platform. In addition, there is a certain lag in the teaching information obtained by higher vocational colleges, which has a negative impact on the development of modernization of education and teaching, so that the improvement of higher vocational education and teaching quality is restricted to a certain extent.

Lack of systematic training for teachers and staff

Teachers want to produce exceptional students, but to do so they must have the skills themselves. Therefore, it is necessary to train teachers systematically, so that they have a clear understanding of the knowledge they must master, including professional knowledge, teaching management knowledge, some tools, materials, information and practical ability, and constantly update their knowledge. Due to the large expansion of higher vocational colleges, many teachers have no time for systematic learning. At the same time, higher vocational colleges do not realize the long-term benefits of teacher construction, eager for quick success and instant benefits. As long as the normal operation of the school can be ensured, a large number of external teachers have to deal with the problem, especially in some private higher vocational colleges.

3. Problems existing in teaching quality evaluation system

The Evaluation methods of teaching quality in higher vocational colleges are backward

Some higher vocational colleges lack diversified and scientific education and teaching evaluation methods, and the evaluation standard is mainly based on teachers' subjective consciousness, so the evaluation system does not highlight the teaching characteristics of various majors in higher vocational colleges. When constructing education teaching evaluation system in higher vocational colleges, mainly in the evaluation system of colleges and universities as the reference standard, on this basis into the characteristics of higher vocational colleges, but higher vocational colleges of education teaching goal and the education of ordinary colleges and universities teaching target have obvious differences, reference form the evaluation system of colleges and universities from the lack of scientific, It has a negative effect on the improvement of teaching quality in higher vocational colleges. In addition, the education and teaching evaluation system formulated by higher vocational colleges does not fully highlight the teaching specialty of higher vocational colleges, which restricts the development of various teaching activities and affects the teaching development of various majors.

Lack of perfect operation mechanism of teaching quality in higher vocational colleges

The operation mechanism of the evaluation method of teaching quality in higher vocational colleges is not scientific, and the joint participation of enterprises, students and teachers is not formed in the evaluation method, which leads to the unreasonable operation mechanism of the evaluation method. At present, the operation mechanism of education and teaching evaluation established by higher vocational colleges mainly focuses on students, and the school leaders and teachers evaluate the students' learning situation, but there is no feedback on students' practical ability in this process. Some higher vocational colleges will guide students to enter the society for internship, but when students enter the internship state, the school will not guide or manage students' internship. It is only waiting for employers to give feedback on students' practice, and there is little active communication between teachers and employers. Therefore, such evaluation system is difficult to reflect diversified information and lacks feedback from enterprises on students' practice

Recommendation

1.The Concept of "total quality management" should be established

Total quality management is a systematic, comprehensive, advanced quality management model, has been adopted by the certification of various countries. It guides many national education and teaching management practice systems(Li, Qiu & Huang, 2018). Vocational education in our country should insist on comprehensive quality management in all aspects of teaching management, and insist on the participation of all teaching staff in the management of the whole teaching process. It also includes the input of teaching resources in the early stage, the allocation of graduates in the later stage and the follow-up after graduation. Therefore, in order to achieve the purpose of improving teaching quality management, it is necessary to put the concept of comprehensive education quality management into the thoughts of every teaching and administrative staff. Let them deeply understand the importance of quality management from the heart, need to pay attention to every link, strengthen communication and cooperation between various departments. Because improving teaching quality is not only the affairs of educational administration department, but the affairs and responsibilities of all departments and units of the whole school. Under the guidance of this concept, adhere to the scientific and reasonable theory, continue to analyze and summarize experience, explore the establishment of a comprehensive education quality management system suitable for our school.

2. Attach importance to internal management of teaching quality and improving management effectiveness

To establish the internal quality assurance system and continuous improvement mechanism in higher vocational colleges and promote the normalization of teaching operation monitoring is an important form for the education administrative department to strengthen the prevention in advance, supervision in the process and evaluation after the event. This is also the institutional guarantee for the benign development of the school. Entering the construction stage of "Double High plan", it is urgent for higher vocational colleges to improve their internal governance ability, which is characterized by internal control performance management, in order to break the barriers of management mechanism, form efficient and high-quality work style and create a good environment for double high construction. High level schools should have high level management, the project of higher vocational college managers should strengthen campus governance, change the management style and strive to become not only grasp the correct political direction, but also effectively stimulate the enthusiasm of staff service cadres.

3. Establish a reasonable incentive system for teachers

Under the environment of "Double High Plan", teachers are not only the participants in testing the teaching quality of learners, but also the participants in improving the teaching quality management. Therefore, the teaching effect of front-line teachers should not be controlled and measured by a general system, and a perfect incentive system should be established. The passive management of front-line teachers will be changed into active management, and the people-oriented management concept will be implemented everywhere. In colleges and universities, educational management itself has the responsibility of serving teaching activities. In view of the problems raised by front-line teachers, the transparency and timeliness of solving problems should be improved under the premise of full respect. This in itself is an incentive for the work of teachers. At the same time, schools can adopt different incentive methods, changing the traditional way of material rewards in the past. Education itself is a long-term process, and the achievement of teaching results seems to be the result of teachers' continuous accumulation, but the process and behavior of teaching achievement accumulation should be rewarded.

4. Give full play to the role of modern information technology

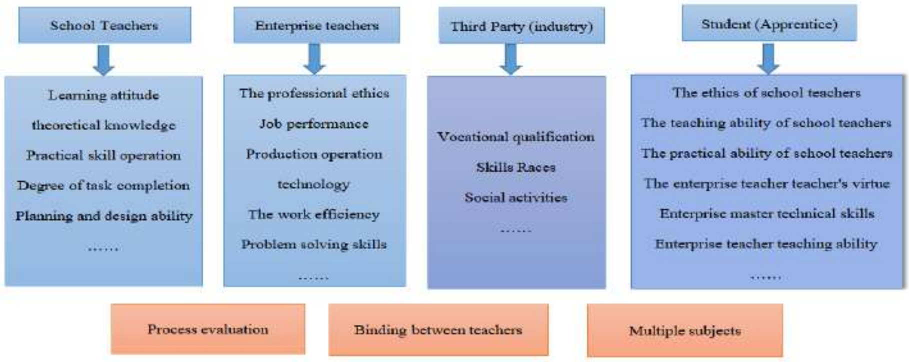
In order to improve the quality of higher vocational education, it is necessary to give full play to the role of modern information technology. This also needs to use information technology to analyze the situation of education and teaching quality, and use information technology to improve the management system of education and teaching quality. It will make the education and teaching quality management system more perfect, and the role of modern information technology is given full play to. To build an "O2O+ intelligent teaching" environment platform, the teaching environment, mode, means and methods are upgraded comprehensively, which can make online and offline mixed teaching be carried out comprehensively. Information-based classroom has become the norm, realizing independent, ubiquitous and personalized learning. Based on online teaching platforms such as vocational education Cloud, Wisdom Tree and Super Star Learning Pass, it can carry out various forms of information teaching such as online teaching, online education and cloud courses. According to the personalized growth of students and personalized teaching needs of teachers, data centers are established and MOOC/SPOC, spatial teaching and smart classrooms are implemented. In this way, the wall of the future university can be broken, the traditional classroom teaching can be transformed into an information-based teaching mode that combines offline and online teaching, serves students' personalized learning, explores the online teaching evaluation and reform mechanism in turn, and realizes the homogeneity and equivalence of online and offline teaching.

5. Building a school-enterprise integrated teacher training model to promote the professional development of teachers

Higher vocational colleges have established a "double-post mutual employment, two-way certification" system, formed a "fixed post + mobile post" teacher system, hired enterprise technical backbone and skilled craftsmen to participate in professional courses teaching. It should strengthen teachers' pre-service training, induction training and on-the-job research and training, guide teachers to follow the laws of economic and social development and students' physical and mental growth, master the theories and methods of pedagogy and psychology, and improve their professional qualities and educational and teaching abilities. Regularly organized new orientation training for young teachers, enterprise teaching practice, class evaluation, teaching ability competition and instructor professional ability competition are also organized; It mainly arranges teaching and scientific research projects for young teachers, part-time administrative jobs and 5-year rotation training for all teachers.

6. Giving full play to the multi-subject role and carrying out teaching diagnosis and improvement in an all-round way

The college should give full play to the main role of enterprise evaluation and establish internal quality assurance system and teaching, diagnosis and reform working mechanism. It is necessary to establish and perfect the system and mechanism for the individualized development and diversification of technical and technical talents, formulate the implementation plan for the diagnosis and improvement of internal quality assurance system and the implementation method for teaching quality management and monitoring, and comprehensively carry out the diagnosis and improvement of teaching work. The evaluation system of "horizontal linkage and vertical penetration" will be implemented to form a developmental evaluation of students guided by innovation, entrepreneurship and employability (Xi, 2020). It should increase the proportion of professional literacy assessment, process assessment, practical skills assessment and industry skills certificate in the total course score. Schools, industries, enterprises, students and other parties should also participate in teaching reform and evaluation, forming a nodal, process and diversified education and teaching evaluation system of "knowledge + ability + quality" (see figure).



Diversified education and teaching evaluation system

7. Establishing a three-dimensional teaching quality evaluation feedback mechanism

Three-dimensional teaching quality evaluation mechanism is an important guarantee to ensure the effectiveness of teaching evaluation. First of all, we should improve the feedback of teaching quality in higher vocational colleges. According to the students' learning status, psychological needs, personality characteristics, ideal pursuit and so on, make talent training plan, determine the targeted teaching content and teaching mode. And carry out real-time monitoring and teaching effect evaluation and feedback. Secondly, we should attach great importance to the opinions and suggestions put forward by higher vocational teachers in teaching. As the implementer of education plan and the organizer of teaching reform, teachers have the best understanding of students' learning state, psychological needs and ideal pursuit in the teaching front line. Their feedback to students is the most authentic and authoritative. According to the teacher's feedback, taking effective measures can achieve the best teaching effect. Finally, it is necessary to build a multi-level and multi-directional information feedback platform, and establish an information exchange and feedback platform that connects schools, families, enterprises, industries and society. On the one hand, according to students' learning feedback and social post needs, targeted teaching methods are adopted to improve students' vocational adaptability and give full play to the two-way communication and feedback function of the information platform.

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Research on Learning Activities of Online Courses Based on Deep Learning Concept

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Abstract

In recent years, with the rapid development of Internet technology and the improvement of software and hardware technology, online courses have gradually entered people's field of vision, making knowledge spread in a more open and convenient way. Now in the information age, online courses have become an indispensable and important part. However, in the highly information-based knowledge economy era, learners are not only required to have a wide range of knowledge, but also to have a deep understanding of complex knowledge content, process it reasonably, build their own unique knowledge system, and apply theory to practice to effectively solve practical problems. Nowadays, deep learning has not only gradually become an important learning concept, but also an effective learning method, which can make learners learn more efficiently and deeply. It has aroused widespread concern of researchers and high attention of learners. At present, deep learning has been set as the goal of educational reform in the new century by many countries and regions. Scientific progress is improving students' learning environment, which also gives more students the opportunity to learn more knowledge, not only in technology but also in content. Learning activities are an important part of online teaching. The study of online course activities based on deep learning in this paper has certain theoretical and practical significance for improving the teaching quality of online courses.

Keywords:online courses,deep learning,constructivism.

Introduction

Research Background

The goal of educational reform in the new century requires learners to study deeply (Pei & Shu, 2015), which has become the goal of educational reform in many countries and regions. In today's highly information-based society, the demand for talents is becoming more and more delicate, which not only requires learners to understand knowledge, but also requires learners to draw inferences from others about what they understand and apply it to practice. In-depth learning means that learners can build cognition on the basis of deep understanding of conceptual knowledge, learn to learn new knowledge critically, rebuild cognitive system, and be able to apply knowledge to practice to solve problems. Deep learning is not only a learning method, but also a learning idea, which has attracted wide attention of researchers. As a more effective learning method, it has gradually entered the life and study of learners.

In recent years, no matter where or when, students can enjoy learning resources through the Internet, keep learning and constantly improve themselves. Online courses are a developing direction now. We can take measures for rural areas with backward education in the central and western regions through the network for cities or countries,. If the country wants to realize education modernization and education fairness, it should vigorously develop online courses, which can overcome regional differences and reflect the role of social fairness in the field of education . Learners can learn anytime and anywhere, and their autonomy in learning has been greatly exerted. However, we should pay attention not only to quantity but also to quality for online courses.

In this age of lifelong learning, people need to study all the time and everywhere, and they can study in various ways, whether on the crowded subway at work or during the leisure time in the coffee shop. The free, open and development of online courses makes it possible for the lifelong learning era of "everyone is good at learning". Learning on the Internet and learning on social platforms can provide lifelong learning with places for learners. Not only the campus but various learning activities can be used to serve education,which achieves a learning society. The network curriculum breaks through the limitation of time and space, which can not only consolidate the existing knowledge of learners, but also provide them with lifelong learning opportunities, and promote the continuous development for learners.

Although the network environment has increased the breadth of information, it remains to be done in promoting learners' deep cognition improve.Learning activities are an important part of online courses, which can not only help learners to understand knowledge, but also form a virtual learning community for separated learners (Shen, 2018), thus effectively promoting learners to get "real" experience, enhancing learners' enthusiasm, deepening their understanding of knowledge and improving learning effect.

To sum up, the author puts forward the research for online course activity design based on deep learning. Through the rational design and effective implementation of online course learning activities, it can promote learners' in-depth study and discussion in different learning environments, train their expression and communication skills, and improve their learning ability, critical thinking, ability to solve practical problems and so on.

Research Problems

This study is based on the concept of deep learning, constructivism and activity theory, and summarizes the experience by exploring the teaching problems in the curriculum and the feedback questionnaires on students' learning in class or after class. How to enhance learners' learning ability, promote the development of learners' critical thinking, enhance learners' higher-order thinking ability and improve the learning effect of online courses? Is the main research problem of this paper.

Objective of the study

Exploring online course learning activities based on deep learning, firstly, can enable learners to study and discuss more deeply in the course, and improve their abilities in all aspects while learning more effectively through learning activities. Secondly, it provides a prospect for the development of online courses, and rationally innovates the teaching mode by adding corresponding activities to the content of online courses, so as to make online courses richer and deeper.

Scope of the study

Aiming at the shallow learning phenomenon in online courses, this study puts forward the design idea of online course learning activities based on deep learning to solve the problem of poor learning effect of online courses at present. This research is suitable for most countries, and is used to improve the teaching quality of online courses and optimize students' learning effect. Enable all learners to study and discuss more deeply, improve learning efficiency and enhance learning ability in all aspects.

Research Significance

Exploring learners' deep learning activities in online courses can optimize the quality of online courses, and make online courses not only establish their understanding of knowledge, but also reach the application level. Moreover, in the form of learning, they are not a single self-study, and they can also conduct group study and discussion through activities. By improving the learning activities of online courses, the integrity, coherence, effectiveness and practicability of the courses are enhanced, and the development of online courses is promoted. On the other hand, it can also enable learners to learn to study deeply, understand and process knowledge, and build a more perfect cognitive structure, critically learn new knowledge, and improve their understanding ability, communication ability and application ability. The study of online courses is no longer a superficial study of theoretical knowledge, but an analogy and practical application of knowledge, from the process of "copying" to the process of "creating".

Theoretical framework

The activity design of online courses based on deep learning needs to draw lessons from certain theoretical foundations and related concepts, including constructivism theory, activity theory, deep learning and online courses. Through combing and analyzing constructivism theory and activity theory, we can find out the internal relations between deep learning and constructivism and learning activities. By analyzing the concepts and characteristics of deep learning, online courses and learning activities, we can find out the coincidence of the three concepts, thus laying a certain foundation for learning activities of online courses based on deep learning.

Literatures Review

1.Deep Learning

1. 1 Connotation of Deep Learning.

In 1967, scholars Ference Marton and Roger Säljö put forward the concept of deep learning for the first time in studying the learning methods adopted by different learners to read the same academic article(He & Li,2005). Deep learning corresponds to shallow learning. Bloom divides education into six categories, from low level to high level, They are in order as follows: knowledge, comprehension, application, analysis, synthesis and evaluation, while the cognitive level of shallow learning is in the first two levels, which are knowledge and understanding. Learners passively accept the learning content, simply copy and memorize the knowledge taught by teachers, but they don't know much about it. This kind of learning makes students unable to apply after class. They have obviously learned this knowledge, but they don't know it when they meet or need it. If they don't review it for a period of time, they will forget it and have not formed their own knowledge system. The cognitive level of deep learning corresponds to the following four aspects, which are application, analysis, synthesis and evaluation. It means that on the basis of understanding, learners can critically learn thoughts and facts, and integrate them into their own knowledge system. They can connect among many knowledge, and transfer existing knowledge to a new situation, make decisions and solve problems. According to Biggs (1979), shallow learning adopts low-level and passive cognitive processing, while deep learning adopts high-level and active cognitive processing.

1.2 Content of Deep Learning.

Some scholars, such as Fod Fouad Abd-El-Khalick, believe that teachers should fully and profoundly understand the essence of the subject, build an inquiry learning environment through effective teaching tools and real practical experience, and convey the historical, philosophical and social scientific impression to learners, so as to promote their deep learning. Jossberger, Brand-Gruwel, Van De Wiel, & Boshuizen (2015) and other scholars believe that in the reform of education and teaching, it is necessary to strengthen the pre-teaching training for teachers and give them appropriate support and guidance. Kyndt, Cascallar, & Dochy (2012) and other scholars found that there was a negative correlation between learners' working memory ability, attention and learning methods. Yang & Tsai (2010) and other scholars put forward that when studying the relationship between learning concepts and learning methods in peer evaluation system, learners with different learning concepts tend to study at different levels, and learners with integrated concepts tend to study in depth.

To sum up, in the field of education, the content of deep learning should help students build their own knowledge system, and teachers should strengthen the change of teaching methods, create an inquiry learning environment, and pass on various information to students, because the knowledge system is a combination of multiple fields, and applies a knowledge point to different situations to guide students to carry out deep learning.

1.3 Influencing Factors of Deep Learning.

In the aspect of learning mode, scholars such as Maaike D.Endedijk and Henna Vilppu found that independent-oriented learners can actively participate in deep learning when studying the learning effects of learners with different learning experiences under different learning modes. Dependent learners are more likely to be influenced by previous negative experiences. Reproduction-oriented learners will strengthen their practice and change their study habits in order to improve their learning effect. Survival-oriented learners are not active enough in the learning process (He & Shen, 2017). Chen & Zhang (2016) and other scholars have designed the flip classroom learning model to promote deep learning. The experimental results show that the flip classroom to promote deep learning improves the level of learners' cognitive structure, promotes the interaction between teachers and students, enhances the deep learning motivation and learning input, and deepens the deep learning strategies.In the aspect of learning strategies, scholars such as Malmberg, Jarvenoja, & Jarvela (2013), when studying the learning effects of pupils with different learning achievements under different learning strategies, found that in the face of simple learning content, both low-level and high-level learners will adopt shallow-level learning strategies, while in the face of complex learning content, the two types of learners choose different learning strategies, and those with higher learning achievements tend to use deep-level learning strategies while those with lower learning achievements tend to use shallow-level learning strategies.In the aspect of learning methods, scholars such as Phan (2010) found that as time goes on, learners' mastery of goals can improve their learning achievements. Megan yih chyn a.kek and other scholars' research shows that problem-based learning method can promote the development of students' critical thinking. Sandra E. Carr and other scholars found that peer-to-peer learning can encourage learners to express their ideas bravely, improve their self-confidence, improve their learning skills and promote deep understanding. When studying the relationship between reflective learning and deep learning, Wu & Zhang (2015) showed that reflective learning can promote the development of learners' metacognitive ability, so as to promote the realization of deep learning. Elson Szeto (2016) and other scholars put forward that teachers can use direct method, constructive method and participatory method to teach in social media, so as to deepen teachers' deep understanding of teaching methods. Gu, Feng, & Hu (2015) and other scholars, while studying the relationship between semantic icons and deep learning, help learners make decisions and solve problems through semantic icons, so as to surpass the fragmented information acquisition method and promote deep learning. Li & Duan (2012) and other scholars have adopted observation and content analysis methods to put forward corresponding problems and solutions for the five platforms to promote the development of deep learning. Zeng, Li, Zhou, Xu, Dong, Qin, & Xin (2016). and other scholars have studied the four elements of deep learning field construction, including four elements: situation, interaction, experience and reflection. Scholars such as Chunlan, & Ziyun (2015) put forward relevant design strategies when studying the deep learning design supported by Maker Space.

To sum up, in the field of education, the influencing factors of deep learning include teaching methods, students' learning ability, learning enthusiasm and the complexity of learning content. In the process of students' learning, different learning strategies will be formed in combination with their own knowledge system. Students should keep their learning enthusiasm, enhance their self-confidence and improve their learning skills, and improve their learning effect and build their own knowledge system by combining shallow learning with deep learning.

1.4 Characteristics of Deep Learning.

At present, Bruner's cognition, action skill and emotion are the most influential classification methods of teaching objectives in deep learning. The commonly used classification methods in these three parts are Bruner's cognitive objective classification, Simplin's action skill classification and Kraswol's emotional objective classification.

On the cognitive goal, the target level of shallow learning is memory and understanding, the connotation of memory is to remember the learned materials, including memories of specific facts and methods, and the connotation of understanding is to comprehend the meaning of the learned materials, but it has nothing to do with other things. The target level of deep learning is application, analysis, synthesis and evaluation. Application means being able to apply the learned knowledge to new situations. Analysis means breaking down the learned knowledge into its components and understanding its organizational structure. Comprehensive connotation means integrating piecemeal knowledge into a knowledge system, emphasizing creative ability, and need to produce a new model or structure. The connotation of evaluation means the ability to judge the value of knowledge, including judging according to internal or external standards of materials.

In the aspect of action skills, the target level of shallow learning is perception, orientation, guided response and mechanical action. Perception means observing and understanding the stimuli in the environment and making corresponding action adjustments. Orientation means preparing for stable activities. Guided response means completing simple actions under the guidance. Mechanical action means being able to complete simple action skills independently. The target level of deep learning is complex explicit reaction, adaptation and innovation. Complex explicit reaction means being able to skillfully complete complex action patterns, adaptation means modifying action patterns in new situations, and innovation means being able to create new action patterns in new situations.

In the aspect of emotional attitude, the target level of shallow learning is acceptance and reaction, while acceptance is a low-level awareness of what is happening in the environment, and reaction is a new behavioral response caused by experience, which is actively participated by students themselves. The target level of deep learning is valuated, organized and personalized value system. Valued refers to actively associating special objects or behaviors with certain value standards, organized refers to incorporating new values and forming a value system, and personalized value system refers to behaviors that are consistent with new values.

2. Online Courses.

As far as education is concerned, online course is the sum of teaching contents and teaching activities of a certain subject through the network, and it is a new form of course expression in the information age. In the document "Technical Standard Trial of Modern Distance Education Resources" issued by the Modern Distance Education Resources Construction Committee of the Ministry of Education, the concept of network course is put forward. It thinks that network course is a course form produced under the background of the rapid development of information society, which uses the network to express the sum of teaching contents and activities of the course, and it also includes teaching objectives, teaching contents, teaching strategies and network teaching support environment like traditional courses. Kekang (2004) thinks that the online course is an internet course based on advanced teaching thoughts, teaching theories and learning theories. Compared with traditional courses, it emphasizes learner autonomy, sharing of learning contents, openness of learning materials, collaboration and interactivity in the learning process. Junfen & Shengquan (2001) and others believe that online course is a course for online education. First of all, it is a course. The American Encyclopedia of New Education believes that the course includes teaching objectives, learning contents, learning activities and teaching evaluation, which is the sum of learners' learning activities under the guidance of teachers. Secondly, it must have the characteristics of network, and the characteristics of online courses are its virtuality and remoteness, which leads to a great change in the way of information dissemination, as well as a great change in teaching ideas, educational concepts, teaching models and teaching methods, so as to make great changes in learners' learning methods. Based on the above viewpoints, the author thinks that the online course is a course that uses the resources and environment of the Internet to carry out personalized teaching and learning under the guidance of advanced educational thoughts, teaching ideas and learning theories to achieve teaching objectives.

Network course is a rapidly developing field, which has its advantages and disadvantages. The purpose of this study is to optimize the effect of network course through learning activities of network course, so that students can learn deeply.

Research Methodology

1. Literature research method: It is a research method that collects, collates and statistically analyzes the documents quantitatively, and combs, analyzes and explores the essential laws or attributes of things based on the results of quantitative analysis. This study takes deep learning and learning activities as the theme, makes statistics and analysis on the retrieved related literature, and combs out the theoretical basis related to this study.

2. Interview method: The interview method refers to the research method that the interviewer and the recipient talk face to face about the psychology and behavior of the interviewee. How to do a good job in the design of online course learning activities and the learning effect of online course learning activities requires communication and conversation with teachers and learners. Through statistical analysis of interview results, the countermeasures to improve online course learning activities are put forward.

Finding and Conclusion

In the era of continuous and rapid development of online courses, deep learning has become an important learning method and concept, which is highly valued by most scholars. This study discusses deep learning from both theoretical and practical perspectives, and draws the following conclusions:

Based on the concept of deep learning, designing a scientific learning activity that conforms to the teaching rules is helpful for learners to memorize, understand, apply, analyze, synthesize and evaluate the learning contents of online courses, and to cultivate learners' critical thinking, transfer ability and problem-solving ability, thus effectively promoting learners' deep learning. In the design strategy of online course learning activities, we should pay attention to the course content as the theme and build high-quality learning resources; Focus on the activity process and establish a systematic learning process; Evaluate the learning process in multiple dimensions with phased evaluation as the key point; Take deep learning as the core to create an integrated environment.

This study combines specific courses, reasonably implements and collects relevant data, and analyzes the learning effect from three dimensions: learning content, learning methods, emotion and attitude. It shows that: the conversation content is abundant and there are many kinds of communication; The mixed way is the main way, and the learning methods are diverse; Rich teaching situations and positive emotional growth. Teaching practice has proved that effective learning activities can promote in-depth learning of online courses, thus achieving good teaching results.

Recommendation

Although this research has been improved aiming at the specific teaching scheme, it still lacks the effect analysis of practical operation, and needs further in-depth study.

1. The improved scheme of this study needs further verification for students' learning effect.

2. The teaching plan involved in this experiment is single and concrete, and it is necessary to face more multidisciplinary network teaching scheme design for experimental teaching, so as to find the characteristics of learning activities in various subjects, so as to enhance the application of deep learning in teaching strategies.

Network course teaching is a systematic project, so we should look for its activity characteristics and laws from the experimental teaching of multi-disciplinary courses, and solve problems in a targeted way, so as to effectively promote learners' deep learning in network courses and improve the teaching quality of network courses. In the future research, practical operation is needed, and the research objects are expanded. Learning activities are deeply studied in combination with different types of online courses, so as to enhance the construction of educational big data, which can provide reference for teachers to design online course learning activities, and continuously promote the rapid and healthy development of educational informationization.

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Research on the Development Model of Agricultural Products E-commerce in Shandong Province, China--Taking Yantai Apple as an Example

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Abstract

In recent years, in the context of the rapid development of "Internet +", Yantai City has established its brand and brand with the goal of alleviating poverty and becoming rich, and the comprehensive demonstration project of rural e-commerce as a breakthrough. Optimize platforms, channels, and services, build a cyber army, promote the integrated development of the Internet and poverty alleviation development, encourage "mass entrepreneurship and innovation", and enable poor families to "Internet entrepreneurship" and increase their income. The development of Yantai's regional economy is inseparable from the sales of Yantai Apples. In recent years, the Yantai regional government has attached great importance to the sales of Yantai Apple's e-commerce and vigorously supports the development of local e-commerce. However, due to the influence of talents, technology and other factors, there are many difficulties in the development of Yantai Apple's e-commerce. In order to achieve a breakthrough, Yantai must be continuously improved in practice to greatly improve the development level of Yantai Apple's e-commerce. This article uses a variety of methods to find out the problems in the development of Yantai Apple's e-commerce industry. Combining literature review, case analysis and professional experience analysis, corresponding feasible strategies are proposed. This study will provide a reference for the development of e-commerce in the Apple industry in Yantai and play a positive role in promoting.

Keywords: Agricaltural products, E-commerce, Sales channels

Introduction

Research Background

The climate and environmental conditions in Yantai are very suitable for the growth of apples. It has been identified by the Ministry of Agriculture as the dominant apple producing area in China. Apple is a specialty of Yantai, and it is also a pillar industry of Yantai's agriculture. Planting apples has become the main source of income for local fruit farmers in Yantai. Yantai Apple enjoys a certain market reputation in some areas at home and abroad due to its advantages in the fruit itself, and has been recognized by many consumers.

More and more people like eating apples. Now the Internet is so developed, e-commerce is gradually Become an indispensable module. The development of the Yantai Apple industry will also be integrated with the Internet and e-commerce. Only in this way can we gain a foothold in social development. At the same time, the development of e-commerce through the Internet will become a new channel for local fruit farmers in Yantai to increase their income, and will increase production and income for fruit farmers.

Research Problems

Under the new operating model, will it affect the following issues?

(1) Whether the application and development of rural e-commerce is conducive to the effective use of labor resources in Yantai's production of agricultural products, changing the busy work and idle state of farmers, and enabling farmers to have income throughout the year.

(2) Whether it can help optimize the allocation of agricultural resources, through this contract system, realize the cluster development of agriculture, accelerate the process of agricultural informatization, and improve the core competitiveness of agricultural products.

(3) Since the implementation of the rural poverty alleviation policy in 2015, the combination of rural e-commerce and government poverty alleviation has become a model of rapid development. Therefore, we need to study and analyze more, by studying Yantai Apple as an example, to further understand what benefits e-commerce platform brings to the sale of agricultural products.

Objective of the Study

The e-commerce system is fully introduced into the fields of agricultural product production, processing, sales and distribution, using modern information technology to collect, classify, transmit and publish information on the Internet through the Internet, and rely on agricultural planting land and a complete logistics distribution system to complete Online transaction services for agricultural products, the entire process covers sales, purchases and electronic payments. Agricultural e-commerce is the transformation of traditional trade model to new business activity model and new agricultural product trade system. This fully reflects the ease of use, practicability, versatility and ease of operation of the Internet.

Scope of the Study

The research scope of this article is the change of agricultural product sales methods under e-commerce operations. But now that the Internet is so developed, e-commerce has gradually become an indispensable module. The development of the Yantai Apple industry will also be integrated with the Internet and e-commerce.

The research scope of this article is the development model of e-commerce and Yantai Apple under the combination of e-commerce and agriculture.

Research Significance

Theoretical Significance

The research of agricultural product e-commerce is an important supplement to the theory of agricultural industrialization, so the research results of agricultural product e-commerce that this research focuses on can not only enrich the theoretical system of agricultural e-commerce, but also enrich the theory of agricultural industrialization.

Practical Significance

Through in-depth and detailed visits and understanding, this research conducted an in-depth analysis of the achievements and existing problems in the development of Yantai Apple's agricultural product e-commerce, which can better help companies summarize development experience and find the point of convergence between agricultural product trade and e-commerce. Enrich the industrial content of agricultural product production and processing, and enhance the grade and level of industrial development.

Literatures Review

The research focus of Li Xiaofeng (2014) is to put forward the basis for choosing the development model of agricultural products e-commerce. He believes that it should be investigated from the following aspects: First, from a macro perspective, examine the cooperative ability of agricultural products circulation entities and the satisfaction of partners. ; Second, focus on the reputation of agricultural product production and processing enterprises and the quality of agricultural products; third, all parties in the agricultural product e-commerce model should try their best to achieve a balance between risk and profit.

Zhao Xia's (2016) research focuses on the third-party e-commerce model of agricultural products. She believes that the third-party e-commerce of agricultural products in my country includes the following types of models: government portal information service model, agricultural product e-commerce intermediary model, leading enterprise e-commerce mode. The scholar also pointed out that the third-party agricultural product e-commerce model should be mainly applied to some agricultural product production and business units that lack funds, are small in scale, and have low information technology.

Li Lingling (2017) believes that based on different online retail models, agricultural product e-commerce can be divided into vertical e-commerce based on "Womai.com, SF Express" and platform e-commerce based on "Tmall and Jingdong Mall", Specialized local e-commerce with "Sea Delicacy Qiqi" as the main business and offline supermarkets with "Yonghui Supermarket" as the main 02O e-commerce.

Wang Kemeng (2018) and others used the analytic hierarchy process to analyze the best choice for the e-commerce model of agricultural products in Henan Province. They learned that consumers value the length of time for the logistics of agricultural products in the delivery process, so they concluded that the network based on the e-commerce platform Marketing is the optimal conclusion of the network sales of agricultural products in Henan Province.

Lin Yaqin and others (2017) analyzed "Research on e-commerce marketing strategy of fresh fruits under the background of Internet +-Taking Yantai apple marketing as an example",

In the face of fierce competition in the fresh fruit market, unsalable products, low prices hurt farmers and other issues, this article organically combines Internet thinking, modern agriculture, and cultural industries, and uses Yantai apple distribution as a pilot. The main problems and solutions for fresh fruit online marketing Exploring and researching, establishing a fresh fruit e-commerce marketing plan that integrates personalized package design, Internet brand integrated marketing, fruit safety traceability, and establishing an O2O experience center, and strives to use the "Internet +" idea to create a high-quality fresh fruit brand image, Expand fruit marketing channels.

Li Yan and Liu Xiaofeng (2016) in "A Discussion on the Branding Design of Regional Agriculture in Shandong Province-Taking Yantai Apple as an Example", believe that Shandong Province, as a large agricultural province, enjoys an important position in the country for agricultural products, but the geographical development is scattered and the brand products are monotonous. The brand design is relatively backward. As the most representative agricultural product in Shandong Province, Yantai Apple has taken the lead in brand awareness and brand promotion compared with other traditional agricultural products, and achieved better results. The article uses Yantai apple as a model, analyzes and summarizes the experience of regional agricultural branding measures, and provides suggestions for the branding design of regional agriculture in Shandong Province.

"Yantai Apple's online transaction volume exceeded 1.5 billion yuan in 2016" has reported that according to the data provided by the municipal agricultural department: in 2016, the online sales of Yantai specialty agricultural products ranked first in the province. As of the end of November last year, Yantai Apple's online sales Sales exceeded 1.5 billion yuan, a year-on-year increase of more than 37%. Under the trend of e-commerce, Yantai Apple's online marketing path has continuously expanded its business scope, the number of employees has continued to increase, and the attention of the platform has gradually expanded. The relevant person in charge of the Municipal Electronic Commerce Association said that Yantai Apple is supported by excellent management technology.

Kang Dongliang (2020) once wrote "Interactive Research on the Development of E-commerce and Logistics". He mentioned in the article that with the continuous popularization of the Internet, China's e-commerce has developed rapidly. As of 2019, China has become the world's largest network for 7 consecutive years. In the retail market, the development of e-commerce promotes the rapid improvement of my country's logistics development, while e-commerce cannot do without the support of express logistics. Select the time series data of my country from 2001 to 2018 to establish a VAR model to conduct empirical research on the interactive relationship between China's e-commerce and logistics development.

Li Mingjuan (2020) wrote "Analysis of the Operation Mode of Food E-commerce Platforms". She believes that the wide application of online e-commerce has effectively promoted the development of the online economy, and the development of e-commerce in the food industry has become a new growth point for e-commerce operations. In 2018, the book ``Agricultural Product E-commerce" published by the University of Science and Technology of China Press, from the characteristics of agricultural products, the opening of online stores, and the operation of online stores, explained the development strategy of agricultural product e-commerce operations, which can be used for the operation of agricultural product e-commerce in my country. Provide relevant guidance for development.

Information technology is the foundation of e-commerce development. Foreign scholars first proposed the concept of informatization. With the help of the improvement of informatization, developed countries such as Europe and the United States began to rapidly develop e-commerce in the 1980s and gradually penetrated into multiple industries. The United States and other countries have a high degree of specialization in agricultural products, and the development of rural e-commerce is mainly based on specialization; India, as a developing country, is restricted by the development of informatization, and the development model of e-commerce in rural areas also has certain research significance.

The United States is the country with the highest level of economy in the world, and developed e-commerce has greatly promoted the improvement of the agricultural economy. New business entities and high-level informatization are the foundation of American agricultural e-commerce. U.S. agriculture is based on farms, and the farm computer application rate and network access rate are as high as about 70%. American farmers use the Internet for information collection, product sales, product purchases, and internal financial and human management. The United States has built a huge agricultural network system such as AGENT, which covers states, agricultural enterprises and universities in the country, and connects with Canada and other 7 countries abroad.

In 2000, the UK established a professional agricultural product e-commerce website—Farmer's Market. British agriculture began to develop on a large scale. The level of agricultural informatization was rapidly improved, and the utilization rate of farm computers reached more than 80%. The UK's agricultural B2B website is developed, mainly to provide product classification and information services. Okaido in the UK is its largest B2C retailer. In addition to food, it also sells agricultural products. The main model is "B2C+O2O", which is a combination of online platforms and offline supermarkets to achieve product sales.

Poole (2011) conducted a basic research on rural e-commerce, and believes that the development of rural e-commerce can promote the coordination of rural industries, speed up information circulation, and enhance market transparency.

Research Methodology

(1) Literature research method

Consult a large number of documents related to the feasibility and legal basis, and related documents about the e-commerce and system, to understand the current status of agricultural product e-commerce platform management, and to analyze current problems and propose Some suggestions to find theoretical support and practical experience for the smooth progress of this research.

(2) Case analysis method

Before conducting quantitative research, this article selects a case to analyze the status quo of Yantai Apple and e-commerce platform as a reference, combined with the results of quantitative analysis, and provide suggestions for value co-creation. First, in recent years, e-commerce With the rapid development of e-commerce, this is an unprecedented way of commodity trading. Unlike traditional trading methods, it can better connect farmers, distributors and purchasers of agricultural products, thus creating a A new network economy direction and a new digital fission model. With the development in recent years, e-commerce has gradually increased in scale in the sales of agricultural products. The impact of agricultural e-commerce can even be said to cover every family, every family is using it, and Chinese agricultural products are in the sales process. China should actively use e-commerce platforms to promote its development.

(3) Research methods combining empirical economics and normative economics

Mainly aiming at the current situation and trend of Yantai Apple's development of e-commerce, a factual description, a combination of empirical analysis and standard analysis, analysis of existing problems, summary and induction to draw conclusions.

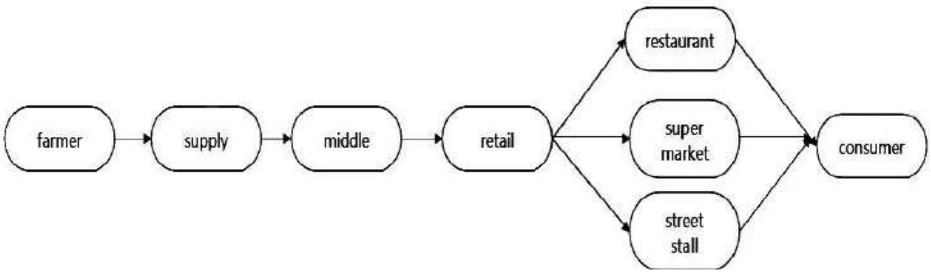
Finding and Conclusion

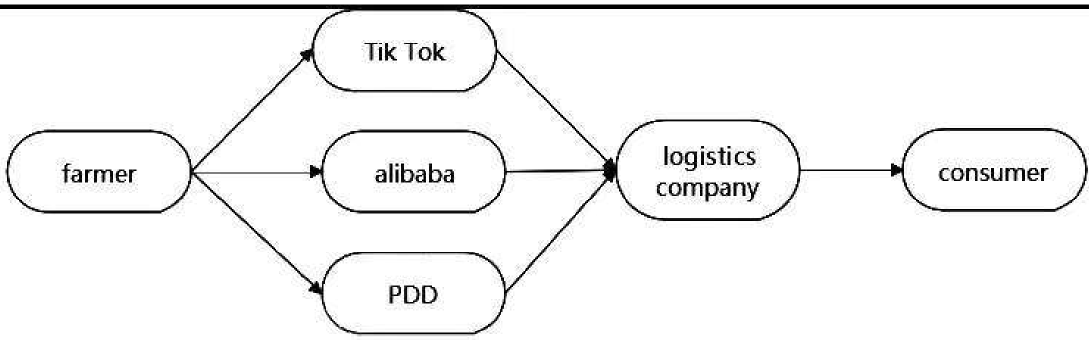
In the research, it was found that the following business model was adopted before the successful integration of e-commerce with agricultural products.

Farmers produce agricultural products and then hand them over to supply. In this process, the first premium for agricultural products is carried out and farmers' profit margins are compressed. The supply will be handed over to the middle, in the process the second premium of agricultural products is carried out, and the middle will be handed over to the retail, in this process the third premium is carried out.

After retail, it will be handed over to restaurant, supermaket, street stall, and the fifth premium will occur in the process. In the end, restaurants, supermaket, and street stalls were sold to consumers and the sixth premium occurred in the process. This kind of business model greatly reduces farmers' profits, harms consumers' rights and interests, and cannot guarantee the freshness of agricultural products.

After the introduction of the e-commerce model, farmers can directly accept consumer bookings through e-commerce platforms such as tik tok, alibaba, PDD, and then hand them over to the consumer through the logistics company. Some intermediate links are omitted, and there are only two premium behaviors in this process, which guarantees farmers' profits and consumers' rights and interests, and at the same time guarantees the freshness of products.





The article puts forward the ideas and countermeasures of Yantai Apple's e-commerce development. Through in-depth research and analysis of related industries at home and abroad, this paper conducts in-depth research on the development of Yantai apple industry and local agricultural e-commerce industry, and combined with related research topics, found that Yantai apple production is not standardized enough, sales channels are single, and information is asymmetry. Price advantage and a series of issues. Yantai Apple's e-commerce industry has indeed become an important part of promoting local economic development. Through products, channels, markets, talents, information networks, brand promotion and brand protection awareness. To create a truly complete "Yantai Apple" e-commerce agricultural product brand for Yantai also lays a solid foundation for Yantai Apple's future market development. Through the formation and development of the e-commerce industry chain, the quality of Yantai Apple and other related industries has been continuously optimized and improved. A series of companies in the production, processing, packaging, transportation and warehousing of Yantai Apple and related industrial chains are continuously optimized and upgraded to meet the needs of industry development and market changes. Aiming at the problems encountered in the development of Yantai Apple's e-commerce, this article proposes a systematic improvement measure in order to provide certain value to the development of Yantai Apple's e-commerce

Recommendation

Website Strategy

To establish a Yantai agricultural product marketing website in Shandong Province, we must first clarify the purpose of the construction, know the consumption habits, hobbies, and purchasing power of the target group, build the company's website in a targeted manner, and take measures to improve the website's publicity effect, So that the website can play its due role.

Pricing Strategy

Most of the successful cases of developing agricultural agricultural product application websites on the Internet follow the free principle, indirect income principle and low price pricing principle of the Internet, which leads to the fact that agricultural products are mostly necessities and low-end products in people's consumption structure, and consumption flexibility is insufficient. Only low-price pricing strategies can be adopted. At present, the brand effect of agricultural products has not yet formed. We should focus on establishing the image of branded agricultural products with good quality and good price, instead of blindly pursuing high prices. Low prices can be used to open up the market. Plan to gradually increase prices so that the price and value of branded agricultural products are consistent, and then use high prices to obtain high benefits.

Channel Strategy

The development of the Internet has changed the structure of agricultural product marketing channels. E-commerce channels can be divided into three types: online direct marketing channels, online indirect marketing channels, and dual methods. At present, most agricultural products use online direct sales channels and online indirect sales channels to achieve the goal of maximizing sales. Since agricultural products are both a means of production and a means of living, enterprises dealing with agricultural products need to be cautious in choosing online sales channels.

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A study on the risk management and sustainable tourism in the new crown epidemic: A case study of Bangkok City

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Abstract

This research paper concentrated on risk management and sustainable tourism in the new crown epidemic: a case study of Bangkok. Some businesses were severely impacted by the COVID-19 epidemic, and unquestionably, the T&T (travel and tourism) industry was one among them. As the globe gradually returns to normalcy, Trinidad and Tobago lags behind, owing mostly to people's perceptions of safety and a new, more cautious conduct (Huaxia, 2021). The aim and objective of this study was to explore how to restoring travelers' confidence, how to supporting tourism businesses to adapt and survive and understand the track new market trends, to promoting domestic tourism and supporting safe return of international tourism and to build more resilient and inclusive tourism sectors, leveraging renewed interest in sustainability. In order to discover sustainable recovery paths for the industry and the real impact of the COVID-19 outbreak was rick management (Kean, 2020). First, improve traveler confidence; second, understand and track new market trends and the drivers of demand; and third, to promoting domestic tourism and supporting safe return of international tourism and finally, commit to build more resilient and inclusive tourism sectors, leveraging renewed interest in sustainability – an important takeaway in the long term (Pangestu, 2021). The major findings show that the COVID-19 epidemic altered travel patterns and habits in terms of philological and economic variables. The road to recovery for tourism and travel will require innovation and collaboration (Casado-Aranda, 2021). Although the pandemic is far from over, plan to build forward better engaging across government, private sector, civil society and other partners and prepare for changing business models and governance structures to meet new different demand and make the "Blue Economy" the core of sustainable development of tourism sector (BangkokPost, 2020).

Keywords: COVID-19 outbreak, rick management, sustainable development, tourism sector.

Introduction

Tourist is a key aspect of many national economies, and the immediate and massive shock to the tourism industry caused by the coronavirus epidemic is harming the larger economy. As governments throughout the world implement extraordinary steps to combat the virus, limitations on travel, company operations, and people-to-people interactions have effectively halted the tourist industry. Many nations are now starting a new phase in their war against the virus while also managing the reopening of the tourism industry. This is a difficult endeavor since assessing the influence on the tourism sector is difficult (Casado-Aranda, 2021).

According to the Tourism Authority of Thailand (TAT), Thai tourism this year is likely to be at an all-time low, with international arrivals reaching only 1 million, while domestic tourism could plummet to 50-60 million trips if the worsening Covid-19 situation necessitates a lockdown lasting up to three months (Huaxia, 2021). A Risk Management Process is widely used to describe the process of preparing for risk or crisis scenarios. A Risk Management Process seeks to lessen the uncertainty of decisions done during a crisis.

It is critical to have this in place ahead of time so that the business is well prepared for any unforeseen occurrences that may occur in the future. It is critical to do a complete inventory and analysis of potential risk scenarios in order to properly comprehend the dangers to your tourist industry. Looking ahead and being properly prepared will help you limit losses while also putting you in a fantastic position to capitalize on any chances that may occur (Robertson, Kean, & Moore, 2020).

Research Background

Risk management is a deliberate procedure that businesses use to handle active situations. A crisis is described as a period of difficulty or danger, and it is frequently characterized by the need to make tough or difficult decisions. With a plan in place that outlines the process of managing a crisis, organizations can adapt more easily to deal with a crisis (Kean, 2020).

The tourist business operates in a fast-paced environment with numerous interrelated industries. As a result, it is continually changing and subject to unanticipated disasters. Health risks such as the 2020 worldwide coronavirus pandemic, environmental calamities such as earthquakes and floods, political upheaval, and terrorist attacks are all examples of crises. Such dangers and crises represent serious hazards to the tourist industry, destinations, and tour operators. Several big crises have occurred in recent years, notably the Easter Day bombings in Sri Lanka in 2019 and massive political upheaval in Ethiopia the same year, both of which had a significant impact on the tourist business (Farzanegan, 2020).

The COVID-19 pandemic has severely hurt the tourism and hotel industry but there is hope the pandemic will end soon following mass vaccination programs. However, structural, deeper, and possibly permanent, changes in global megatrends and travel habits will challenge the industry to transform to meet the demands of travelers from different age groups. The tourism sector will be influenced by increasingly individualized travel needs, greater application of new technology in business models and processes, and higher profile for health and hygiene. Against this changing landscape and travel preferences, businesses need to adjust their operations if they want to sustain profit margins. In response to these developments, the repertory of techniques implemented will include pursuing new tourism-related business possibilities and developing new business relationships with other participants in the tourist supply chain, including those at the local community level (Lunkam, 2021).

Crises may have a long-term detrimental influence on a location, both in terms of its image and tourist numbers. Planning for and knowing how to manage risk during a crisis, as well as dealing with challenges that develop as a result of unanticipated occurrences, are critical to limiting the negative consequences of a crisis on tourist businesses (Flew, 2020).

Nonetheless, there are reasons to be positive. Previous crises have demonstrated that the tourism sector is resilient, and there is sufficient evidence that visitors are eager to resume travel to impacted areas once the tragedy has passed. Destinations and operators that have adequately planned and implemented the finest crisis management techniques will be better positioned to endure the crisis and welcome tourists back as soon as feasible.

Research Problems

Tourism is still one of the industries most impacted by the coronavirus epidemic, and the future is bleak. The OECD predicts that foreign tourism will drop by roughly 80% by 2020. Destinations that rely significantly on international, corporate, and events tourism are especially hard hit, with many coastal, regional, and rural regions faring better than cities. Positive vaccine news has buoyed recovery prospects, but obstacles persist, with the industry anticipated to remain in survival mode until well into 2022. OECD (OECD, 2021).

Domestic tourism has resumed and is assisting in mitigating the impact on employment and companies in some areas. However, true recovery will be achievable only when foreign tourist returns. This necessitates worldwide collaboration and evidence-based solutions in order to securely ease travel restrictions. Without continued government support, the survival of businesses throughout the tourism ecosystem is jeopardized, and while governments have taken impressive action to cushion the blow to tourism, minimize job losses, and build recovery in 2022 and beyond, more needs to be done, and in a more coordinated manner (Kirkwood, 2020).

Key priorities of risk management are how to restoring traveler's confidence, how to supporting tourism businesses to adapt, sustain and survive and Promoting domestic tourism and supporting safe return of international tourism. While flexible policy solutions are required to allow the tourist sector to coexist with the virus in the short to medium term, it is critical to go beyond this and take efforts to learn from the crisis, which has shown weaknesses in government and industry readiness and response capabilities. Coordination of action at all levels of government and the business sector is required (Higgins-Desbiolles, 2020).

Objective of the study

This paper conducts a study on the risk management of tourism in the new crown epidemic. The objective of this study is risk management of tourism in Bangkok. The specific objective of this research is as below;

To explore how to restoring travelers' confidence,

To analyze how to supporting tourism businesses to adapt and survive and understand the track new market trends

To study how to promoting domestic tourism and supporting safe return of international tourism

To build more resilient and inclusive tourism sectors, leveraging renewed interest in sustainability

Scope of the Study

The purpose of this study is the risk management of tourism in the new Crown epidemic a case study of Bangkok area. This paper may not be perfect for readers because of time limitation but it can gain some benefit for readers. In this paper, researcher explore how to take risk management for tourism after pandemic and how to prepare for tourism in future.

Research Significance

In the tourist literature, this study contributed to risk management and sustainable tourism in the new crown pandemic. The majority of tourism research aimed to investigate either the effects of tourism development or changes in residents' attitudes and perceptions in evaluating tourism impacts depending on different characteristics of people. This study examined how to manage risk in order to be sustainable during a pandemic crisis and boost tourist industries in the post-COVID era in the future. This research paper would be benefit to be awareness for readers of tourism sectors leading their supports for future tourism development.in the new world after COVID.

Literatures Review

Thailand's tourist sector is presently striving to survive and attempting to pivot away from mass tourism and toward attracting better quality guests. According to Xinhua news agency, the country had 40 million overseas tourists in 2019, and that figure will drop to 6.7 million in 2020. The Tourism Authority of Thailand (TAT) predicts that even in the best-case scenario, only about 1-2 million international visitors would visit Thailand in 2021. (Huaxia, 2021).

Risk management is a deliberate procedure that businesses use to handle active situations. A crisis is described as a period of difficulty or danger, and it is frequently characterized by the need to make tough or difficult decisions. Organizations can more quickly adjust to a crisis if they have a strategy in place that describes the process of crisis management (Bishop & Skies, 2020). Much of the research on sustainable cities and tourism has advocated that the future of cities and tourist growth should be environmentally friendly.

According to Buckley (2020), one of the main challenges in the industry after COVID-19 is having long-term, sustainable, and equitable development in the service of local societies. Environmental degradation, economic exploitation, and overcrowding of traditional tourism services must be replaced by care for the animals, nature, and local landscape of tourist destinations (Buckley, 2020).

According to Sigala (2020), tourism enterprises will need to integrate new cleaning and hygiene practices, revamp consumer experiences, and create new business ecosystems and collaborations to handle visitors' health and physical contact hazards. Furthermore, tourism destinations and authorities must promote health passports and health identities. Collaborative initiatives may be critical in allowing health professionals and tourism academics to generate collaborative medical knowledge post-COVID-19 for tourist industry restoration. A plan of this type will enable for the preservation of the health and well-being of all tourist stakeholders, including customers and employees (Sigala 2020).

The tourist business operates in a fast-paced environment with numerous interrelated industries. As a result, it is continually changing and subject to unanticipated disasters. Health risks such as the 2020 worldwide coronavirus pandemic, environmental calamities such as earthquakes and floods, political upheaval, and terrorist attacks are all examples of crises. Such dangers and crises represent serious hazards to the tourist industry, destinations, and tour operators (Matiza, 2020).

Preparing for a risk or crisis situation is often referred to as a risk management process. The risk management process aims to reduce the uncertainty of actions taken during a crisis. It is important to arrange this in advance so that any organization is fully prepared for unexpected events that may occur in the future. A thorough inventory and analysis of possible risk scenarios is essential so that fully understand the risks faced by the travel business. Looking ahead and being fully prepared may help minimize losses and put in a good position to take advantage of any opportunities that may arise (Tucci, 2019).

Sigala (2020) stated that tourism management will need to develop significant updates and improvements on digital platforms, promote the use of artificial intelligence and online payment methods, and make ticket reservations more flexible in order to meet the new technological challenges in the tourism sector. For example, the museum industry continued to operate throughout the shutdown and turned digital during COVID-19. Social media improved online projects and visitor counts (Sigala, 2020).

Analyzing risk involves determining the likelihood of a crisis and its possible consequences, from trivial to catastrophic. Knowing which possible crisis will have the greatest negative impact will help determine the priority course of action. For each risk identification, create a matrix to evaluate and rate the likelihood and possible consequences of the event (Cruz, 2019).

Because the whole tourist industry must adjust to the new realities of tourism and the circumstances imposed by the Covid-19 epidemic, a collaborative whole-of-government strategy is clearly necessary. Authorities have been debating the pandemic's impact on the tourist industry since the outbreak began. The government take on an appropriate response to tourism sector recovery, particularly more resilient, digital, green-job oriented and effectively coordinated amongst relevant stakeholders. TAT supports the country to re-start in a strategic, sustainable and coordinated way, to protect those who are most vulnerable and to prevent a deterioration of the progress achieved over the past decades (Huynh, 2020).

Research methodology

Documentary research is described as research undertaken with the use of official or personal documents as the source of information. Documents may contain any of the following:

Newspapers, stamps, diaries, maps, handbills, directories, paintings, government statistics publications, gramophone records, photographs, computer data, tapes. This research paper is secondary research based on documents which have past studies by various authors.

So, this study based on various kinds of books, articles, journals, newspapers, magazines related to the risk management and sustainable tourism in the new crown epidemic.

Finding and Conclusion

Three distinct actions arose from the conversation in order to move tourism forward. First, boost traveler confidence; second, understand and track new market trends and demand drivers; third, promote domestic tourism while supporting the safe return of international tourism; and finally, commit to building more resilient and inclusive tourism sectors while leveraging renewed interest in sustainability – an important long-term takeaway (Pangestu, 2021).

Thailand's government is attempting to diversify conservation funding. It was encouraging to learn about the significant progress being made in public-private conservation partnerships and wildlife bonds to guarantee their natural legacy is maintained throughout tourist crises. To prepare for climate change and catastrophes, resilience requires a focus on the environment, people, and technology. The government's aim is to integrate risk management and invest throughout the tourist value chain (Bishop, & Skies, 2020).

COVID-19 began as a health problem, and the immediate challenge that governments must address is enhancing health safety and establishing traveler confidence. As they aim to safeguard, governments recognize the importance of rigorous health and sanitation regulations. Tourism stimulus recovery plans might focus on renovating tourism destinations to make them more sustainable, which would generate employment as well as increase their appeal (Filimonau, 2020).

Another issue that requires attention is digital technology. The city's authorities underlined the importance of technology like as virtual reality in keeping tourists interested during the lockdown, as well as as a source of data to guide planning and decision making. As more employees choose remote and telecommuting choices, technology will continue to play an increasing role in long-term tourism. The COVID-19 situation has boosted the amount of digital nomads looking for job opportunities in holiday locations. As vaccinations are distributed and offices reopen, destinations will need to keep a careful check on the market's viability (Allam,2020).

Tourism and travel will require creativity and teamwork to revive. Although the epidemic is far from finished, we must prepare for improved collaboration across government, the commercial sector, civil society, and other partners in the future and prepare for new and diverse demand by altering company models and governance structures. In the short term, clearly outlining steps to repair investor and consumer confidence will be critical. Long-term sustainability and resilience, as well as more equitable benefit distribution, will be crucial. Together, these initiatives have the potential to resuscitate the global tourist sector by leveraging its market-creating capacity to support economies, generate employment, and promote development results that prioritize people and communities (Casado-Aranda, 2021).

According to the Bangkok Post, the "Blue Economy" is the sustainable use and management of ocean resources and coastal tourism to benefit not only the national economy but also the way of life of the residents while conserving the health of the oceans, seas, and coastlines. Efforts have been made to integrate the Blue Economy with Thailand's long-term development of marine and coastal resources. Regrettably, they have yet to establish themselves. This must be altered. The rapid recovery of marine resources and wildlife following the decline of tourists and tourism activities as a result of the Covid-19 outbreak demonstrates that the Blue Economy is the way to go. The government must accelerate the Blue Economy and take tangible steps to guarantee that coastal resources remain healthy and secure for long-term usage (BangkokPost, 2020).

Despite the tremendous growth in the number of COVID-19 and city development papers, no research has provided a synthesis of this trend. The purpose of this research is to identify the primary subjects of interest, authors, and publications that should be considered for future tourism research. The research indicated that undeveloped streams with huge importance and growth in the new normal are sustainable cities, local destination development, changes in tourism behavior, and tourists' risk perception. Although of modest importance, research on the impacts of COVID-19 on citizen health and its economic impact on the tourist sector and cities is intersectional and well developed. Furthermore, the researcher underlined the issues of future tourism sustainable development, tourism research and practice, and tourist management in the new normal. Such findings should be used by city planners and tourist managers to create more sustainable, local, and worldwide tourism destinations (Mensah & Boakye, 2021).

Recommendation

The variety of consequences and solutions will make recovery for travel and tourism substantially more challenging than for many other industries. Domestic tourism and individuals visiting second houses are being discouraged and prevented by national governments and local governments. Tourist and visiting destinations have been shuttered, and lockdowns have drastically limited even local movement.

First and foremost, we must all work together to ensure that immunization is widely available across the world. One major source of worry is that poor nations, many of which rely heavily on foreign tourists, are bearing the burden of the unequal vaccine roll-out. Addressing this issue would need unprecedented levels of collaboration. While leaders have vowed their support for worldwide solidarity, their words have yet to be matched by deeds.

UNCTAD and the UN World Tourism Organization, on the other hand, are leading the way in providing clear, up-to-date, and credible data and analysis that governments and companies can use to influence recovery strategies and decision-making. Countries should also guarantee that tourism enterprises of all sizes can withstand the current crisis so that the sector's strength can be harnessed when tourists return. This necessitates measures such as credit lines for tourist enterprises and social security for tourism workers. Furthermore, digital technology must be leveraged to improve security and raise tourists' confidence. It is also important to accelerate digitization among businesses and the tourist staff, upskilling the industry to make it more resilient.

Simultaneously, we must think beyond the immediate resumption of tourists. This crisis provides a chance to reconsider tourism. Prior to the epidemic, for example, so-called "overtourism" had been a source of worry in many regions. Now is the time to rethink and alter tourist policy and management, including increased diversification, more creative goods, and rural rejuvenation. People all over the world have begun to rediscover their own nations through domestic tourism, which provides a chance to distribute the sector's advantages more widely.

Working from home, for example, has decreased the need for transportation, saving money and the environment. Online shopping reduces investment and transaction costs, which benefits both businesses and customers. E-commerce and internet banking have also cut production and labor expenses. The country's precious resources are then conserved to meet other demands.

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Exploration on digital transformation for enterprises under the pandemic

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Abstract

This research paper aims to explore the digital transformation of enterprises under the epidemic. Clearly, COVID has changed the way individuals and businesses interact and operate. In this new society with limited direct human-to-human contact, digital, online, and smart are the new ways to face-to-face. More than ever, businesses rely on digital technologies to communicate internally, manage teams, interact with customers, and bring their products and services to market. Demand for truly shared digital experiences and digital communities has skyrocketed, and business models have adapted to the new demands. The purpose of this study is how digital transformation can be a successful business during a pandemic crisis, how digital technology can be transformed into a business, and how digital transformation can serve businesses in the midst of a pandemic. Technology enables companies in all industries to connect with individuals around the world at any time. Many companies are just beginning to grasp the potential that many of these features offered their businesses before the pandemic. When they were forced to reduce in-person meetings and work due to Covid-19, they immediately discovered the power of technology. The pandemic has helped accelerate digital transformation and created an environment that will continue to encourage innovation and technology adoption. As businesses begin to better understand the capabilities of these types of modern technologies, they also begin to understand the opportunities that lie ahead of them, even after the pandemic is over.

Keywords: Digital transforming, innovation technology, enterprises, pandemic, COVID.

Introduction

A new coronavirus disease (COVID-19) emerged unexpectedly in late 2019 and rapidly expanded into a global epidemic. By late June 2020, COVID-19 had infected more than 8 million people globally, including more than 80,000 in China. Businesses transform digital technologies in response to COVID-19. During Covid-19, some businesses have had a significant impact on their business (WHO, 2020). However, in the digital age, businesses can handle these issues in a smart way. In addition, in order to successfully conduct digital transformation, enterprises need to adapt to the trend of digital transformation. Under the epidemic, the way of doing business has changed rapidly. Digitization plays a vital role during the pandemic. Furthermore, in order to retain business as before, businesses have made the critical decision to transform to digital. Therefore, this research paper attempts to explore what digital transformation is, how it is transformed, and how well digital transformation can help companies adapt to the business world.

Research Background

Digital transformation is the incorporation of digital technologies into every aspect of an organization, fundamentally changing the way an organization operates and delivering value to consumers. It's also a cultural shift that requires companies to continually challenge the status quo, experiment, and embrace failure (Ting, Carin, Dzau, and Wong, 2020).

In the early days of the COVID-19 pandemic, business leaders quickly realized they had to change the way their organizations did business, especially with the advent of employees working remotely. Existing business procedures, as well as formal business models, must transform into a new normal in which many actions involving workers, partners, suppliers and consumers take place electronically. When the pandemic prompted emergency operational adjustments, many companies were actively engaged in ambitious digital transformation plans. The pandemic has IT managers scrambling to ensure their resources are prepared for an unexpected surge in remote work, even from home to work, while designing and deploying advanced digital platforms (Kirvan, 2021).

Teachers are becoming more proficient at building virtual lesson plans in schools, and students in many school systems and universities are choosing to attend classes remotely. The educational potential of this, including opening doors for those who were previously unable to attend certain schools due to distance, is unlikely to be overlooked (Dr. Hodari, 2020).

Research Problems

The COVID-19 crisis has brought years of changes to the way businesses across all industries and regions do business. According to a new McKinsey Global CEO survey, their organizations have accelerated the digitization of customer and supply chain connections and internal operations by three to four years. The share of digital or digital products in its product portfolio has grown at a staggering seven-year rate (McKinsey J. O., 2020).

With social distancing and lockdowns the only effective means of stopping the spread of the virus, many economic activities have come to a standstill. Restaurants, theaters, amusement parks, airports and other public places have been hit especially hard. In some cases, however, digital technologies have helped transition economic activity from offline to online platforms. Food deliveries have increased, e-commerce has expanded, and so have online meetings and coaching. Many companies continue to operate by allowing employees to work from home. In conclusion, the digital economy has played a vital role as a macroeconomic stabilizer during COVID-19.

Without digital economic activity, economic collapse would be faster and longer. (Wang, 2021). Disruptive technologies such as artificial intelligence, blockchain, robotics and 3D printing are playing a key role in supporting COVID-19 response and recovery efforts in emerging markets. Despite uncertainty about the economic future after COVID-19, emerging economies are expected to adopt disruptive technologies faster and to proliferate online business models and platforms (Bagchi, 2020).

In this research paper, the question is how digital transformation can become a successful enterprise in the epidemic crisis, how can digital technology be transformed into enterprises under the epidemic, and how does digital transformation work for enterprises in the epidemic?

Research Questions

To determine the impact of digital transforming on digital transformation for enterprises under the pandemic;

what does digital transformation carry out to be a successful enterprise in the crisis of the pandemic?

How does Digital Technologies transform impact to the enterprise under the pandemic?

How does effective digital transformation the ensuring the differentiation of strategy to enterprise under pandemic?

The objective of the study

This research aims to explore on digital transformation of enterprises under the pandemic.

The object of this study is;

To study what digital transformation carry out to be a successful enterprise in the crisis of the pandemic.

To analyze how to transform Digital Technologies to enterprises under the pandemic.

To express how effective digital transformation to enterprises under pandemics.

Scope of the study

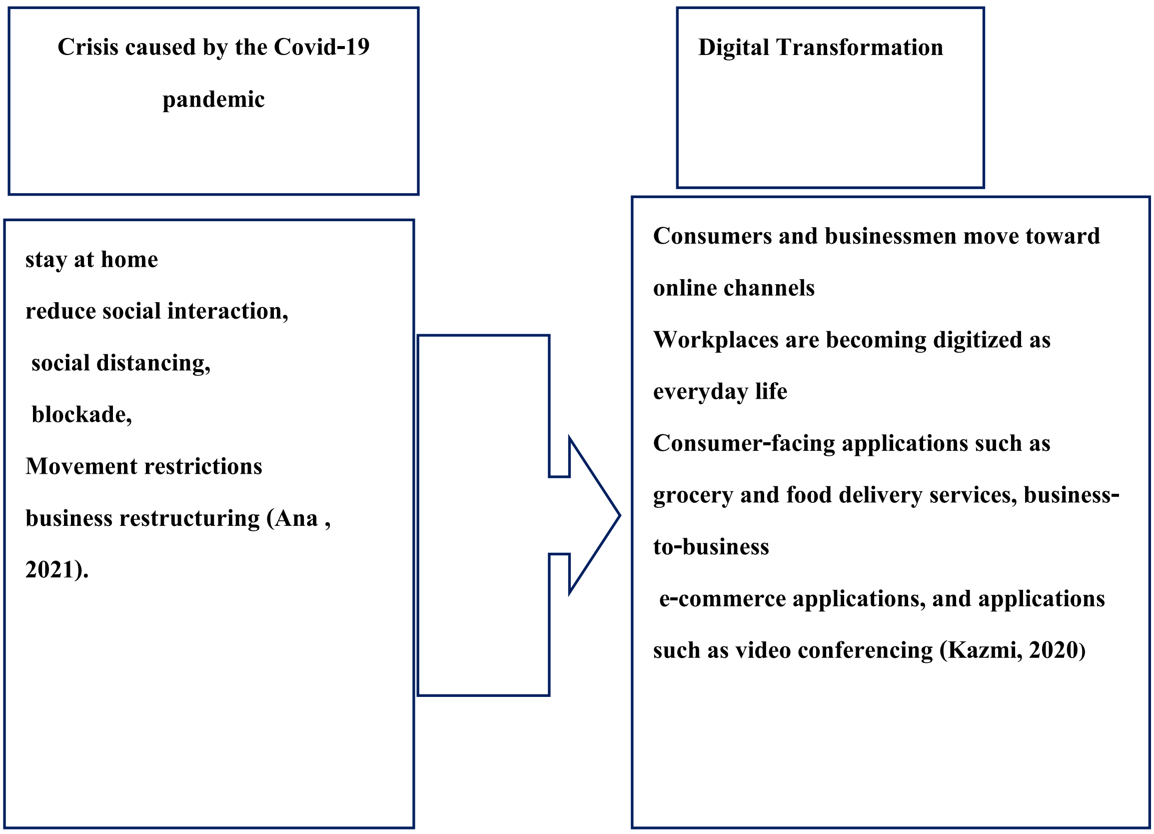
The purpose of this paper is to focus on digital transformation for the educational system in the post-Covid pandemic. This study is secondary research based on previous papers such as books, journals, articles, newspapers, magazines, websites and other online sources of what the authors have been found dealing with the digital transformation of the education system. This study conducts the period of research on 1st January to 31 May 2022. So, the scope of this study is limited to researchers, and more specifically to those offering digital transformation in the increasing education system of IT age.

Research Significance

The significance of this research is to gain knowledge and experience for readers. While the research isn't perfect, there are some takeaways for businesses. So in this research paper, technology has not only improved people's lives, but it has also made jobs easier in many industries. Successful businesses will be those that create intelligent experiences and customer journeys to improve and complement people's lives. Businesses that fail will be those that do not seek to benefit from new AI technologies, nor use data to predict demand trends and make decisions that improve their workforces.

During the crisis, technology has not only improved people's lives, it has also made jobs easier in many fields. Digital transformation helps organizations keep up with emerging customer demands and survive into the future. It enables businesses to better compete in an economic environment that is constantly changing as technology evolves. Proper management of digital transformation gives businesses the opportunity to gain operational and production advantages in the business world.

Figure:1 Theoretical Framework



Literatures Review

Digitization: In an enterprise context, digitization refers to the concept of more automated and digitized activities. Thus, according to Valenduc and Vendramin, the development of automation enabled by robotics and artificial intelligence brings the promise of higher levels of productivity and better efficiency, safety and convenience, changing the world of work and creating new types of digital or virtual Work.

According to Huckstep, this digitization is changing entrepreneurship in two ways. One is the change in the position of entrepreneurial opportunities in the economy, and the other is the change in entrepreneurial behavior itself. The same authors use the term "digital disruption" to describe the transformative impact of digital technologies and infrastructure on the way businesses, economies and societies function. This digital disruption creates opportunities for small and medium enterprises (SMEs) to grow and internationalize. For example, if they don't follow digital trends, they will fall behind their competitors and end up going out of business.

Digital transformation: The digital transformation of the public and private sectors of the future is essential. For successful digital transformation, it is necessary to invest resources and commitment from all sectors of the community and implement specific directions and solutions (Nguyen, 2021). Digital transformation has had a huge impact on the world economy, especially when the pandemic hits, and digital transformation is an indispensable trend (Van, 2021).

Another important area of digital transformation is the digitization of commercial banks. This process is affected by pull and push. On the one hand, banks face increasing competition from new fintech businesses. For example, online money market funds could be an important alternative place for many savers to park their funds (Yiping, 2021).

Digital transformation is an effort to accelerate business by using technology tools and finding opportunities that can help business processes, targeting a wider range of markets. When businesses are forced to relocate due to the pandemic, they can profit from the ability to increase promotions through web apps. Digital transformation can be very beneficial when organizations are forced to change. For example, consider how an online application can handle two problems simultaneously, sales and logistics. Supply chains can begin to rely on internet platforms connecting buyers and sellers of raw materials.

Additionally, business owners can analyze income and expense reports to more easily make decisions on projects that are costly and require control over their spending. Digital transformation has fundamentally changed the way people work, using technology to serve society in a more efficient and effective way, while also helping to foster cultural innovation in the workplace, as well as infrastructure and operating models that increase labor productivity (Thi Tuyet , 2021).

The post-pandemic era integrates smart technologies into everyday life, creating telecommuting, distance learning, and a cashless society, thereby transforming citizens' lives into an on-demand model with permanent internet connectivity. Strong leadership, a customer-centric culture, and the ability to manage and initiate change are key elements of an effective digital business strategy (Connor, 2021)

Human capital management technology is probably the most important resource on which redeployment and reconfiguration activities rely. Therefore, new capabilities must be created to deal with the uncertainties expected in the new normal. Before Covid, Zoom was relatively unknown. However, in March 2020, digital transformation hosted more than 200 million online meetings per day. As people are confined to their homes, technology has become more necessary than ever to stay connected and perform various duties "remotely" (Ferreira, 2020).

Research Methodology

This research paper is a literature research. This research is based on past research papers, which have been studied by various scholars. Literature research is described as research conducted using government or personal records as a source of information. It is mainly used to assess the social or historical value of different texts. In this study, researchers also conduct literature research to study various documents surrounding events or individuals. Literature research is comparable to content analysis, which is studying material that has been recorded in media, texts, and physical objects. There is no need to get data from people to conduct research in this context. Therefore, this is a secondary study.

Secondary research analysis

The techniques a researcher employs when conducting research is determined by the research field and research question. Research techniques describe how researchers collect, analyze, and evaluate data in research (Creswell, 2009). Secondary analysis is a systematic procedure that includes procedural and evaluation elements; however, there is not enough research to define a specific method, so this paper proposes a method that begins with the development of the research question, followed by the identification of the dataset, and finally with the The process of thorough evaluation of the dataset.

Bevelopment of research questions

The key to secondary data analysis is to use theoretical knowledge and conceptual capabilities to solve research questions using existing data. Therefore, the initial stage of the process is to generate research questions. The purpose of this study is to examine the digital transformation of businesses during the pandemic. The following research questions guided this work:

What is the digital transformation to become a successful business in the midst of the pandemic crisis?

How is digital technology transforming the impact on businesses under the pandemic?

How can effective digital transformation ensure strategic differentiation for businesses in the midst of a pandemic?

Secondary data analysis provides methodological benefits and can aid research by providing new information (Heaton, 2008, Johnston, 2012; Smith, 2008). The main purpose of this technique is the same as the others: to advance scientific knowledge by providing alternative perspectives; it differs only in its reliance on current data. LIS researchers should leverage accessible high-quality data and assess the potential utility of generating information and providing insight into various research questions by applying secondary data analysis methods.

However, effective secondary data analysis requires a methodical approach that both identifies the limitations of leveraging current data and addresses the unique characteristics of secondary analysis. The approach presented in this applied study presents a systematic process that includes measures to minimize potential limitations. Secondary data analysis is a realistic strategy for this research at a time when the vast amounts of data collected, processed and preserved by academics around the world are now more freely available.

Finding and Conclusion

Digital transformation rapid change due to the crisis of the pandemic

The sudden onset of a catastrophic crisis the world is currently experiencing due to the COVID-19 pandemic is undoubtedly one of the most serious social and economic crises, which has reduced all humankind as well as the normal business operations we have become accustomed to. Reduction in social contact, reduction in social distancing, reduction in blockade, flow, mobility, and economic restructuring are all impacts of Liuliu. Prerequisites. Under such social and commercial conditions, interest and communication technology (ICT) have shown their importance and are the key to the continuation of individual and commercial services and interactions (Nana, 2021 year).

During the pandemic, consumers have turned to online channels in large numbers. Companies and banks have followed suit. The findings support the rapid growth of communication with customers through digital platforms (McKinsey, 2020). Workplaces are becoming increasingly computer-based In the US alone, almost 90% of people are online, and 77% have a smartphone, and a computer is more common than a smartphone, and 51% have Tablets. Not surprisingly, given its influence, consumers want to be able to take advantage of these technologies by buying from companies that buy goods and services Technology last year, at least 43% of Americans have been in the U.S. at least for some time. of 35 %. Of course, there have always been some people who have been able to work remotely, but this number has exploded due to the convenience that digital technology can facilitate their work (KAZMI, 2020).

Business executives are quickly realizing that they need to adjust the way their companies conduct business in the early stages of the COVID-19 pandemic, especially with the advent of remote workers. The business model must be the new new normal normal In this new normal normal, it involves workers, workers, partners, partners, middle-of-the-road, electricity, electricity, electricity, electricity, electricity, electricity, electricity, electricity, electricity, electricity, electricity, electricity, urgent, but COVID-19 Close

Many, many, many companies are actively participating in ambitious digital transformation program initiatives (Kirvan, 2021). If digital transformation is to be achieved during and beyond the flow, it is imperative to provide Tools Inspire Motivate and Listen to Them Come Collaborate with People

When they were forced to reduce in-person meetings and work due to Covid-19, they immediately discovered the power of technology. One of the consequences of the COVID-19 disaster for businesses has been a dramatic increase in the adoption of digital technologies that can help businesses reduce face-to-face interactions while protecting the health and well-being of consumers and employees. Consumer-facing applications such as grocery and food delivery services, business-to-business e-commerce applications, and applications such as videoconferencing that seem to have penetrated the consumer, business, and nonprofit worlds are all examples of digital technologies (Dr. . . Gerrard, 2020).

Before the pandemic, more than half of companies said one of their top three digital goals was to use technology to reduce corporate spending. However, as the pandemic unfolded and businesses began to recognize the various benefits of technology, only 10% of respondents cited this as a key reason for their closure once they started. Instead, concerns about renewing capabilities, building a competitive advantage, and building a digital-focused company culture outweighed concerns about reducing costs. When used correctly, technology can allow companies to grow and improve their ability to attract customers, respond to their needs, and move forward in new ways (Dr. Hodari, 2020).

According to the Organisation for Economic Co-operation and Development (OECD), the policy framework for digitalisation revolves around seven components such as access, use, innovation, trust, employment, society and market openness. The framework brings together the policies that governments must consider in order to identify future common figures that improve lives and promote economic growth and well-being. These pillars of indicators and policy guidance will support businesses.

Due to the Covid-19 pandemic, digital transformation impacts business every minute of the process. The more a company gains from a transformation, the more effective it will be. In a well-planned environment, strategic digital transformation will go a long way for all companies.

Digital disruption improves business in every way, from lead generation to customer retention and enhanced employee experience, making it more profitable and sustainable in the long run.

Recommendation

Transforming to a digital business requires a clear understanding of innovation, digital technology and economic change in order to develop strategies to innovate new business models and penetrate markets accessible through the World 5.0 economic model. Entrepreneurs should prepare their employees well for their business data analysis skills. They should be able to solve problems together and give answers using data and information from teams of statisticians, engineers, and business subject matter experts. There is a need to be able to identify how to transform large amounts of data into information that can be integrated into day-to-day business activities in a timely and high-quality manner.

Entrepreneurs should prepare their employees well for their business data analysis skills. Potential employees should acquire skills and cross-industry experience that complement their abilities. Digital and technical skills should be seen as complementary to proficiency and literacy. Other disciplines, along with their responsibilities and professional activities, benefit from digital literacy. They should be able to use data and information from a team of statisticians, technologists, and business subject matter experts to work together to solve problems and provide solutions. The required capability is to determine how to convert large amounts of data into information and to absorb it into daily business processes in a timely manner with high quality.

The COVID 19 pandemic has driven digital transformation, causing many organizations to begin a process of "cleaning up" their technology investments. In the pre-COVID era, when organizations might use their digital capabilities only occasionally, it was easy for employees and company executives to overlook redundancies or service gaps. On the other hand, the pandemic's reliance on technology has prompted people to reconsider their technology investments and how they align with what is needed to effectively manage a digitally-focused business.

Businesses should create simplified services across the organization. Meeting software, project hosting platforms, customer experience tracking capabilities, and other critical software should all be chosen based on their ability to provide a unified experience so they can work with as little clutter and distraction as possible.

Regardless of how the crisis and its aftermath unfold, there is no doubt that digital technologies continue to transform the way we live and work around the world. The advent of 5G and IoT will further drive data production, increasing concerns about data governance, privacy and security. Additionally, automation, especially in manufacturing facilities, improves responsiveness to future health crises.

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The Research on PBL （Problem Based Learning） Method to English Reading Teaching in Junior High School Students in China

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Abstract

PBL (Problem-based Learning) teaching method advocates student-centered learning, pays attention to the improvement of students' ability and mastery of professional skills, breaks the shackles of traditional teaching mode, injects new vitality into the learning of different professional fields of higher education, and actively promotes it to the education system of ordinary junior middle school. Junior middle school as a link between primary school and high school, its English teaching plays an important role in connecting the preceding and the following, which cannot be ignored. Reading is an important way to obtain effective information, and it is also the core and focus of English teaching. This search studies that PBL is a problem-based teaching model. It is by setting up a situational learning environment, teachers use a problem-oriented way to guide students in learning so that students can give full play to their potential in the process of acquiring, dealing with, analyzing, and solving problems, develop positive and good study habits. This teaching method is applied to English Reading Teaching in junior middle school, it can improve teachers' teaching quality, mobilize students' learning enthusiasm, cultivate students' comprehensive language application ability, and stimulate students' learning initiative, expression ability, imagination ability, observation ability and innovation ability.

Keywords: Problem-based Learning, Reading teaching, Junior high school students, Effective teaching.

Introduction

Research Background

English reading has become an important part of the English subject in the Junior Secondary School Academic Level Examination, with the largest number of marks, and one of the four important skills of English: listening, speaking, reading and writing. According to the new curriculum standards, English Language Teaching Curriculum Standards for Junior High Schools 2017 is gradually realized through the specific language process, and teachers should actively explore effective ways of teaching and learning.

For most Chinese students who lack adequate resources, reading plays an irreplaceable role in developing language skills, which can help to improve overall language skills. However, it is not difficult to find that the process of educational reform in the English curriculum has also revealed some problems. For example, the traditional teaching philosophy has not been fundamentally changed and the concept has not been fundamentally altered. Teachers are concerned, still more concerned with developing students' reading skills and teaching reading for the purpose of examinations, often neglect the creation of reading themes or authentic contexts, fail to dig deeper into the meaning of the themes, and lack in-depth analysis of the texts. English reading teaching is still teacher-centered, concentrating on vocabulary and grammar, with sentence-by-sentence explanations or translations. In order to meet the requirements of the English curriculum reform, teachers still need to change, learn advanced teaching concepts, and eventually adapt to meet the requirements of developing human resources (Liu, 2015).The PBL approach meets the requirements of the new curriculum standards and improves the teaching of reading. The teaching method is characterized by being student-centered, asking students' questions, allowing them to work cooperatively to find answers on their own or in small groups, and analyzing problems and solving them.

Research Problems

Based on the theoretical and practical foundations of the PBL method, this paper explores whether the PBL method can get an improvement in English reading skills in junior high school through an experiment. In traditional reading teaching, grammar-oriented and teacher-centered approaches emphasize learning vocabulary and analyzing more difficult sentence structures, making it difficult for students to improve their independent reading skills and understand reading content in depth as a whole. Many scholars have tried to apply the problem teaching method to English reading teaching, so as to improve the current situation of English reading teaching. This paper applies the PBL teaching method to junior high school English reading teaching and is dedicated to exploring how targeted reading teaching activities can improve students' overall English reading ability, which, in addition to better understanding the content of the text, helps them to link their knowledge of the text to real-life situations and truly apply what they have learned, as well as prompting students to dig deeper into the breadth and depth of the text to be reflected. This paper mainly focuses on introducing the research background, research objectives and research questions, and is a study of the effectiveness and feasibility of the PBL method in junior high school English reading teaching.

Therefore, there are three questions that need to be explored in this paper. Firstly, through the PBL approach, can students take the initiative to search for questions designed by the teacher before the lesson, and do some in-depth thinking, discussion, and summarizing, which can contribute to the learning of the chapter in class? Secondly, can students use the PBL approach to prepare for class and to discuss in class, and can they use the PBL approach to sublimate what they have learned in class and connect it with real life so that they can put it into practice in their learning life? Thirdly, the same teacher teaches two parallel classes of the same grade with the same number of students at the same level of learning, using the PBL method in Experiment Class A and the traditional method in Experiment Class B. The teacher teaches the same reading chapter and the classroom tests are the same?

Objective of the study

All language knowledge should be presented and learned from the perspective of language use, in order to enhance students' ability to "do things in English", and the teaching theory and characteristics of PBL are well suited to this, and are well reflected.

According to the middle school English textbook ,grade 8 on unit6,2b(the new curriculum standards of the new Ren Jiao version) has task's characteristic module (the content is also the course content of this thesis to conduct teaching research), aims to make teachers and students give full play to their autonomy in teaching through a certain task situation, trying to teach language teaching through the implementation of a series of complete teaching activities project The Project board, in which the teacher asks questions, provides students with a search for reading material related to the topic of the unit, and it uses questions as a guide for teaching activities, with the development of students' language skills as the primary teaching task. Students are inspired by it and aroused to carry out a particular activity in English; the teacher guides students in an inquiry-based learning process based on the steps designed by the textbook for researching the topic, extending the training of listening, speaking, reading and writing in English from inside the classroom to outside the classroom. Students complete a specific topic in English through group discussion, division of labor, investigation, and interview, information retrieval, communication and reporting, concrete implementation and learning life, and other forms of activities, and finally present the learning results and creatively complete the learning task. The English classroom should become a process in which students construct knowledge, develop skills, expand their horizons, activate their thinking and show their personality under the guidance of the teacher. With the implementation of the new curriculum, it is even more important for students to develop their interest in learning and their learning ability, and developing students' learning ability with multiple intelligences by optimizing classroom teaching strategies is undoubtedly an avenue worth exploring.

This method of teaching can not only meet the requirements of modern talent development but is also consistent with the curriculum. According to current research, the PBL approach has a positive impact on students' professional practice and the process of language learning; it is not only develops students' surface understanding of reading but also digs deeper and also uncovers the deeper meaning of the text. On the one hand, applying the PBL method to English reading helps students to be able to grasp the lectures better, understand them more deeply, can be integrated with real life, and can also build up their confidence in learning and stimulate their interest in learning. On the other hand, it also helps teachers to better design their teaching, to give more initiative to students, and let them become the main body of the classroom, with the teacher only acting as a mentor to guide, direct and correct so that they can better reflect on their teaching and thus improve their teaching design.

Scope of the study

According to the theory of PBL, the characteristics of the method and the basic process, the scope of this study was to conduct a class experiment with a total of 100 students from the grade two 20 and the 19 classes of the Kunming Normal Middle School (Yi Er Yi Campus) in Yunnan Province. The students in both classes were taught by the same teacher, and their English proficiency was similar, but the two classes were taught the same reading text using the PBL method and the traditional method, but with different teaching methods and 45 minutes of lesson time. The difference in learning outcomes between the two classes, when taught by the same teacher using different teaching methods, is used to understand the current state of English reading teaching and learning in junior high school.

1. The students in class 20, grade 2 were the experimental group A, using the PBL teaching method.
2. The students in class 19, grade 2 were the experimental group B, using the traditional teaching method.

Research Significance

PBL (Problem-Based-Learning) focuses on problem-solving, which as a driving force, group elaboration, presentation, discussion, and mutual communication as a means to stimulate students' active self-learning and develop students' innovative thinking as the main goal. PBL is considered an important teaching method. It is problem-centered, learner-centered, and based on theories of constructivism, humanism and collaborative learning. Through collaborative learning, as students solve these problems, they learn to solve them in authentic settings and get to improve their ability to integrate problem solving skills (Loyens, 2014).

This research attempts to demonstrate the theoretical significance and learning objectives of the PBL method to reading instruction can improve students' English reading efficiency and stimulate their interest in learning. Students are actively involved in the teaching sessions, and teachers focus on guiding students to master the main idea and structure of the text. More importantly, teachers pay attention to enlightening students' relevant background knowledge and experience so that students can have a deep understanding of the content of the chapter they are studying, master it and link it to their lives, and not just stay within the confines of textbooks and exam questions. The aim is particularly to highlight the development of students' independent self-learning skills, creative thinking skills, the ability to organize information, and the ability to be creative so that they can develop the habit of independent thinking and independent learning. Through the study, it can be found that the PBL teaching method can obviously go far to meet the requirements of the teaching objectives, and also overcome the shortcomings of traditional teaching methods and attack the defects of traditional teaching methods. Therefore, it is feasible and of great significance to explore the PBL teaching method in junior high school English reading teaching.

Theoretical framework

This thesis is mainly based on the theory of PBL (Problem-Based Learning) as the basis, through the PBL teaching model and its characteristics using a mixed research approach, focusing on the analysis of the beneficial aspects of the PBL teaching method in English reading in junior high school. In the course of this study, I also briefly compare and illustrate the PBL teaching method with the traditional teaching method.

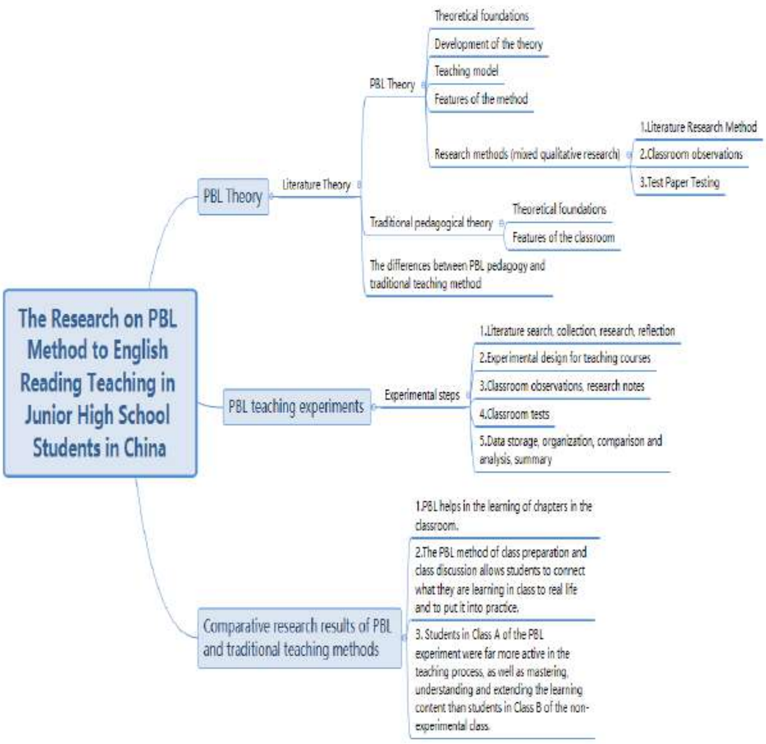

Figure 1 Theoretical framework

Hypotheses

Based on the current situation of the appeal, I propose to apply the PBL teaching method in the junior high school English reading classroom, which introduces real situations in the learning process and allows learners to identify problems, formulate hypotheses and solutions in real situations, thus in the process of this project problem posing, solving and extending: through trying, exploring, learning and practicing.

At the same time, learners will have more opportunities to complete this project contextual question through group work and active learning. I have had English language lecturers introduce life situations or specific task situations into the classroom and ask students to work in small groups to complete pre-reading tasks and then work individually to complete reading tasks. Through the different feedback from the students in the two experimental classes and the communication with the teachers, it can be found that the students in class A using PBL teaching are active, active, good at sharing, discussing, and thinking about what they have learned in class. This is something that can be further researched and explored.

Literatures Review

1. Theoretical basis of PBL teaching method

The full name of the PBL method is Problem-based Learning. It was first introduced in medical education in the 1950s, and has been adapted in more than 60 medical schools, and was founded in Canada in 1969 by Barrows, an American professor of neurology, as an independent learning model. The model emphasizes the need for learners to construct and explore on their own, giving full play to the active inquiry nature of learning (Tao, 2015).

2. Development of the theory of PBL teaching method

2.2.1. PBL is now known by two full names, Problem Based Learning and Project Based Learning, as a systematic approach to teaching and learning that allows students to apply their learning knowledge and skills in complex authentic contexts or under carefully designed tasks to complete an extended learning exploration (Buck Institute for Education, 2007). Whether problem-based learning or project-based learning, learners cannot do without an authentic and effective contextual task. The PBL approach is student development oriented and stimulates students to explore and actively innovate.

2.2.2. Dewey's "Pragmatism" The theoretical basis of the PBL method can be traced back to the "learning by doing" in the pragmatism theory proposed by the American educator John Dewey (1915). The PBL approach also reflects Dewey's "tri-centric theory" (experience-centered, child-centered and activity-centered), which focuses on student development, allowing students to learn through practical activities and emphasizing the acquisition of experience, i.e. practical problem-solving skills (Chen, 2018).

2.2.3. Bruner's "Discovery Learning" is a theory of discovery learning put forward by Bruner, a famous American educator. He argued that teachers should not provide students with the content of learning directly, but rather provide them with a problematic situation in which they are simply given facts (examples) and questions to actively consider and investigate, and then discover and master the principles and conclusions on their own (Bruner, 1990). He proposed the process of 'discovery learning': ask a question - create a problem situation - test a hypothesis and draw a conclusion. The PBL method is a discovery learning approach in which students form hypotheses about the solution to a given situation, propose solutions to the task, and then develop their own solutions to the problem through a variety of exploratory activities that suggest the feasibility of the situation.

3. Methodical model of PBL teaching method

The "PBL" teaching model is an effective way of practicing English, as it allows students to learn more independently in the context of the learning environment created by the problem-oriented principle. PBL is a problem-based learning approach based on the psychology of information processing and cognitive psychology, which is part of the constructivist learning theory and is one of the "core principles" of the constructivist teaching reform. It is "a widely adopted core idea" in the conception of constructivist teaching reform.

4. Characteristics of the PBL teaching method

2.4.1. Start with a problem that needs to be solved, this problem is called a driving question.

2.4.2. Students investigate the driving problem in a realistic context and the problem-solving process resembles that of a subject specialist. Students learn and apply disciplinary ideas in the process of inquiry.

2.4.3. Teachers, students and team members participate in collaborative activities to find solutions to problems together, similar to the social situations in which experts solve problems.

2.4.4. Teachers gave students help and provided them with scaffolding to help them improve their abilities as they participated in the activities.

2.4.5. Students create a set of workable products that solve problems. These are also known as artifacts and are the results of classroom learning that can be shared publicly. They emphasize the importance of setting learning in complex, meaningful problem situations where learners work collaboratively to solve real problems, thereby learning the science behind the problems and developing problem-solving skills and independent learning (Liu, 2015).

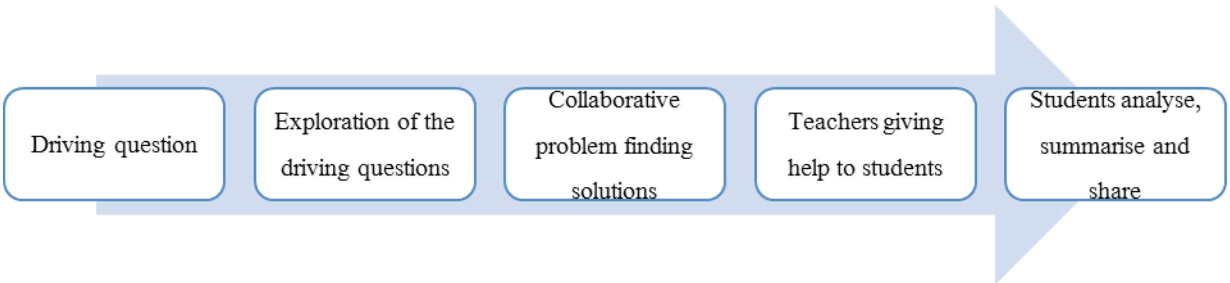

Figure 2, five features under the PBL teaching method

5. Theoretical foundations of traditional method

The traditional classroom teaching method model is a teacher-centered, book-centered and classroom-centered teaching model. It often forms a one-way installation by the teacher and passive acceptance by the students. It is easy to see that the defects of the traditional teaching mode are very obvious, the key of which is that the students as the cognitive subject are always in the position of passively receiving knowledge throughout the teaching process, and the initiative of students' learning is ignored or even suppressed (Shen, 2012).

6. Characteristics of the traditional classroom

The traditional classroom is characterized by three 'fixes' and three 'centers'. The three fixes are the classroom, the time and the teacher and students; the three centers are the classroom, the teacher and the textbook.

7. Differences between teaching with the PBL method and traditional teaching methods

The PBL approach differs significantly from traditional discipline-based teaching methods in that it emphasizes student-initiated learning rather than teacher-led teachings, such as linking learning to a larger task or problem; engaging learners in the problem; designing authentic tasks; encouraging independent inquiry; stimulating and supporting high-level thinking; encouraging debate, and encouraging reflection on the content and process of learning. The PBL approach emphasizes problem-solving, the integration of multiple learning pathways, the role of social communication and cooperation, and a system of support and guidance, etc. It is an interdisciplinary approach to learning that promotes continuous thinking, requires students to consult extra-curricular materials, summaries, and organize their knowledge and skills to solve problems, and is conducive to the development of student's independent learning. It is the end of the teacher's "one word" approach and enables the integration of fragmented knowledge, in line with the new teaching philosophy of "the student is the main subject and the teacher is the guide". The teacher is no longer a single source of knowledge, but a facilitator of knowledge construction, a subject matter expert and an adviser of information (Shen, 2012).

Research Methodology

This paper uses a mixed research qualitative approach with a focus on literature research methods, classroom observation, and test paper testing.

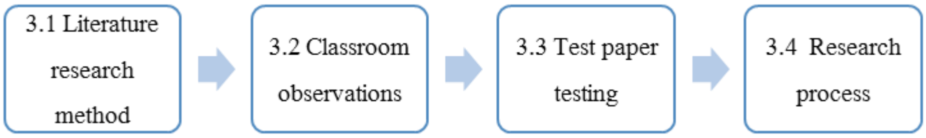

Figure 3, four steps for research methodology

Teaching experiments

This paper focuses on the differences in teaching outcomes produced by the PBL method for the same teacher teaching the same content. The following results were obtained by observing the differences between the 50 students in class A and the 50 students in class B.

The students in class A which uses PBL teaching method could explore the questions designed by the teacher well in advance through individual and group collaboration, find information, discuss and so on to do a lot of relevant knowledge reserve about the classroom learning content Resolution; in the classroom students were more actively playing the main role of the classroom, sharing what they had learned, communicating and discussing with each other among classmates and groups; through the teacher's guidance and assistance with difficult content, the students can better understand, master and even extend their learning to their own lives: they write a Resolutions' List for themselves and try to implement it.

In the class B was almost always one-way teaching by the teacher, with very few students answering questions and discussing, resulting in a serious lack of a lively atmosphere in the whole class. The students' learning in the classroom was also seriously lacking in initiative, enthusiasm, in-depth thinking, discussion, communication and exploration of the content, and seemed to be at the level of understanding the content.

Classroom tests

The classroom test was used to test the reading chapters studied by students in the class A, after they had completed the same course content using the PBL method and the non-experimental class B using the traditional teaching method.

PBL English Reading Instruction Test Survey Statistics Table										
Title No.	1	2	3	4	5	6	7	8	9	10
Total number	50									
No. of scored	0	0	0	2	2	4	5	15	6	17
Score rate	0%	0%	0%	4%	4%	8%	10%	30%	12%	34%
Pass Rate (⩾6)	92%									

Table 1 shows the classroom test survey statistics of PBL English reading teaching experiment class A

Traditional English Reading Instruction Test Survey Statistics Table										
Title No.	1	2	3	4	5	6	7	8	9	10
Total number	50									
No. of scored	1	2	0	6	10	10	11	3	3	4
Score rate	2%	4%	0%	12%	20%	20%	22%	6%	6%	8%
Pass Rate (⩾6)	62%									

Table 2 shows the classroom test survey statistics of traditional English reading teaching experiment class B

Finding and Conclusion

Findings

From this study, it is clear that PBL is a high level of learning with 'problems' at its core, requiring students to grasp the complex connections between concepts and to apply them flexibly to specific problem situations. Teachers need to restore appropriate power to students, giving them as much choice and decision-making power as possible at all stages of the decision-making process, so that the true meaning of 'problem solving' can be realized, i.e. that the teaching and learning process is organized according to the intrinsic needs of the learners. Students realize that the successful achievement of group goals depends on the combined efforts of the group members. During the learning process, students are allowed to successfully demonstrate their abilities, and they play the dual role of learner and teacher as they help others and receive help from others. The use of cooperative learning enables beneficial interpersonal interaction in the classroom so that students learn to communicate, negotiate and co-operate in the same way as they learn.

Conclusions

PBL teaching is an extremely complex and dynamic multi-factor structure and is a necessary means of achieving the ultimate goal of putting language learning into practice, i.e. allowing students to experience the 'usefulness' of language and to express and communicate freely. It respects the individual differences in learning and allows students to learn at their own pace, truly developing their self-learning, questioning, problem-solving, and other learning skills, and transforming from "learning" to "learning". The combination of these two teaching philosophies and experimental research is in harmony with each other in terms of educational objectives. In the face of the new era of the classroom, we need the unremitting persistence, the wisdom of teachers and students, and the cooperation of the team. Let us continue to discover, grow and succeed in our exploration.

I sincerely hope that every educator needs to understand that students are not machines and that we should respect their independence of thinking and see them as complete individuals, rather than just treating them as undergrown students. The construction and implementation of the "PBL" teaching model in junior English should be based on the development of the students' personalities, and we should put ourselves in the students' shoes. The "PBL" problem-based learning enables students to grow in self-awareness and confidence in both their studies and their lives. However, no matter how we promote the PBL design, teachers cannot completely control the learning process of their students. Only when students are free from the control of teachers and learn to think and learn independently can their enthusiasm and interest in learning be ignited and their learning initiative is mobilized. This will help them to have the confidence to face all the challenges, to explore, and to become better learners so that they can be better prepared for a colorful and exciting life.

Recommendation

Although the study has had some success in improving the English language performance and reading skills of junior high school students, there is still a long way to go. Therefore, there are several recommendations that are made.

First, more research subjects are needed to demonstrate the breadth of the study's validity. The effectiveness of the PBL method and to ensure that its results are more reliable. Secondly, when the PBL approach is applied to teaching English reading in junior secondary schools, teachers should change their role from being the center to being the guide, giving students more freedom and space. However, teachers should prepare relevant resources and information in advance and guide students to a deeper understanding; tutor students to allow them to enter into deeper exploration and integration with real life and practice of the content they are learning. And actively encourage teaching through PBL to guide students to become lifelong learners. Finally, for teachers, the PBL teaching method, when applied to junior high school English reading teaching, not only helps teachers to identify problems in teaching but also allows them to reflect on their teaching through students' feedback, as a way to improve their teaching skills.

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Research on improvement of employees' satisfaction in the real estate company: Case study of Country Garden Holdings Company Limited in Guangdong, China

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Abstract

This paper was focused on improvement of employees' satisfaction, especially, the real estate company dealing with Country Garden Holdings Company Limited, in Guangdong China. The objective of this study was the influences factors that employee's satisfaction, how importance of employee's satisfaction and how to improve employees' satisfaction. This research discovered that real estate agents had a lot to like about their work, and agents from all across the country were interviewed to find out what it is about being a real estate agent that makes them so happy. This research paper found out that the influence factors of employees' satisfaction who work at real estate company have such kinds of benefits they could gain which were the ability to help people, real estate employees value their flexible schedule, income potential, being their own boss and the on-the-go work environment. To improve employees' satisfaction in the real estate firm, as an employer must observe their needs. There were several essential factors relationship between employees and employer. Most of employees who feel valued at work are often happier, more productive and less likely to look for other employment opportunities. One of the solutions to be improvement employees' satisfaction was to ensure income by career satisfaction However, most of employees want stability rather than the uncertainty of changing jobs every so often. Being a real estate agent will mean helping others make very important financial decisions. Help them find their home and create precious memories for them in the years to come. This makes many real estate agents think their work is very meaningful, so employee satisfaction is very high.

Keywords: improvement, employees' satisfaction, career satisfaction.

Introduction

This research focuses on improvement of employees' satisfaction, especially, the real estate company dealing with Country Garden Holdings Company Limited, in Guangdong China. Employee satisfaction is the level of happiness or contentment an employee feels for his/her job. Employee satisfaction refers to the feeling state formed by an employee after comparing the perceived effect of the enterprise with his expectation. It is the employee's feeling that his needs have been met. The well-being of employees is crucial to the success of any organization and company. Employees with high satisfaction are more likely to do their best to help the company succeed. Employee dissatisfaction and discontent have a direct impact on the company's bottom line.

When employees' needs are met, they will have a positive attitude towards the enterprise and its goals. When employees are not satisfied with their work, they will lose their motivation and perform poorly. This research will explore the influences factors that employee's satisfaction, how importance of employee's satisfaction and how to improve employees' satisfaction dealing with real estate company of Country Garden Holdings Company Limited, in Guangdong China.

Research Background

Among employees, real estate companies have the highest score of employee satisfaction. When employees work 12 hours a day and just want to achieve all the work goals at hand, they may not feel this way, but this is true: it is reported that the career satisfaction of real estate companies is 28% higher than that of employees in other industries (Hoang, 2020).

The Country Garden Holdings Company Limited was founded by Kwok Keung Yeung in 1992 and is headquartered in Foshan, China. It had 101,784 employees in 2019. Moreover, the revenue was US$70.335 billion but also the net income was US$5.725 billion in 2019.It is placed 147th in the Fortune Global 500 List for 2020. Yang Huiyanwhich is the current main business stakeholder, having been transferred by her father Yang Guoqiang in 2017. (Wikipedia, 2019).The payment paid to workers by the job they perform at the firm is the remuneration paid to employees by the work they do at the company.

Phan (2021) stated that in order to boost employee happiness, real estate enterprises must establish a corporate culture and foster a cooperative attitude among their divisions. Most of the employees satisfy the fair promotion policy among employees when the real estate companies have a vacant or new position in any their workforce, the real estate companies must be sure that they will compensate to employees' efforts (Phan, 2021).

A real estate transaction is often a complex and time-consuming procedure. Working with real estate agents, on the other hand, can help the process go more smoothly. Furthermore, the process of finalizing real estate purchases entails a great number of documentation. This bundle includes contract agreements, requests, offers and counteroffers, settlement statements, federal and state-mandated disclosures, and more. The majority of real estate agents can price a home as soon as they walk through the door. While anybody can access information on similar property sales from the internet in a few minutes, agents have the knowledge to judge if a house is overvalued or underpriced.

The type of real estate data they possess includes the median and average sales prices, ratios of list-to-sold prices, and average price per square foot of similar properties (Hamed, 2020). When negotiating, however, such brokers confront a conflict of interest because the sellers want to earn the most money possible while the purchasers want to receive the property for the lowest price feasible (Mburugu , 2019).

In light of the preceding statement, pleased real estate brokers are more likely to attract new clients. It's simple to develop a great corporate culture that appeals to candidates when you have happy workers who enjoy their work and their workplace. Employees who are satisfied are more likely to go above and beyond the call of duty. They strengthen and improve their ties with each team member.

In contrast, employees with low employee satisfaction sometimes unconsciously show this dissatisfaction when interacting with customers, which will lead to the failure of brokerage business to achieve its goals.(Voordt, 2020). According to the National Center for Education Statistics, there is a link between firms providing learning opportunities for their employees and increased productivity. Unnecessary training, on the other hand, may be a productivity killer, so any learning opportunities should give employees with skills and information that will help them perform better (Sibson, 2021).

Research Problems

One of the biggest challenges in any real estate agency is employees' satisfaction. There are a variety of causes for this challenge, including a lack of distinction and talent sourcing issues.One of the solutions to be improvement employees' satisfaction is to ensure income by career satisfaction However, most employees want stability, not the uncertainty caused by frequent job changes. However, sometimes the working conditions are not proportional to the work pressure to be faced (Hoang, 2020). Phelps (2019) said that being a real estate agent means helping them make very important financial decisions in their life. Help them find their home and create precious memories for them in the years to come. This has brought very high job satisfaction to many real estate agents (Phelps 2019).

Patel (2020) believes that in order to realize the stable growth of the real estate industry, the problems hindering income must be determined. Many real estate agents fail because they don't realize that they need to spend money to run their business. When they realize these problems, they don't have enough money to maintain a basic life. There is no money to repay loans, buy necessities, buy cars, etc., which is another reason for the failure of real estate agents (Hiscock, 2021).

To be a truly successful real estate agent, the company needs at least some skills that help develop a strong network and connect with customers. Successful real estate agents must have empathy and be able to understand the concerns of buyers or sellers and solve them. Empathy is one of the most effective skills in any sales position because it can help you identify the needs of customers (Zamora, 2021). Carlton said that a seemingly inevitable problem in the real estate industry is the inability to control local market conditions (Carlton 2016).

Objective of the Study

This study intents to research on improvement of employees 's satisfaction in Country Garden Holdings the real estate company, a case study in Beijing.

The purpose of this study is;

To study which influence factors could make employee's satisfaction in real estate Company,

To analyze how importance of employees' satisfaction in real estate Company

To express how to improve employees' satisfaction in real estate firms.

Research Question

The impact of which influence factors could make employee's satisfaction in real estate Company?

To determine the level of employee satisfaction.

To find out the level of the good relationship between Employee satisfaction and real estate Company.

To identify important factors of the employee satisfaction and real estate Company commitment of the employee.

Hypothesis of the study

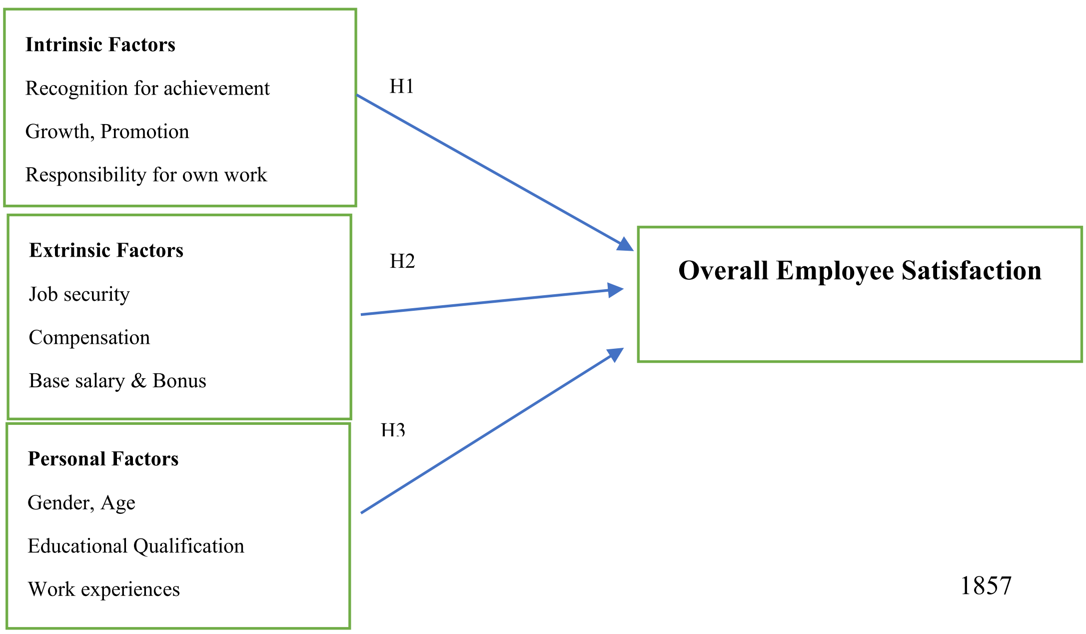
H1: There is a relationship between extrinsic factors and employee satisfaction.

H2: There is a relationship between intrinsic factors and employee satisfaction.

H3: There is a relationship between personal factors and employee satisfaction.

Figure 1: Theoretical Framework for the Research

Therefore, the researcher of this study develops the following framework to analyze the relationship between employee satisfaction and improvement.



Scope of the study

Scope of this study is to improve employees' satisfaction based on past research papers dealing with case study of real estate company of Country Garden Holdings in Beijing. This study is documentary research related to real estate literatures such as books, newspapers, magazines, journals, articles and other sources from online so on. Being of time frame and limited and pandemic, researcher did not have chance to collect data in Country Garden Holding Company personally. So, this research paper is only based on secondary research paper of what the other scholars said. In future, researcher wish to be more research of employees' satisfaction of real estate company.

Research Significance

Significance of this study is to understand and gain knowledge for reader related to employees' satisfaction at real estate company. As a result, exploring of this study, researcher have a chance to read more about employees' satisfaction and how to manage to be successful real estate company. This research paper is may not be perfect but as readers some knowledge would gain from this paper.

Literature Review

Human relationships are at the heart of the real estate business concept. Real estate agents, in particular, are in frequent communication with consumers and partners. They're in charge of a significant portion of your company's image. As a result, we must concentrate on their well-being and job happiness. Everyone benefits from taking care of your employees and guaranteeing their contentment (Voordt, 2020).

Money isn't usually the primary source of happiness. When employees spend the bulk of their waking hours at work, they require more than just a paycheck to keep them happy. Indeed, job happiness rises when individuals have positive relationships with their coworkers and superiors, when the work is challenging, and when their work style and personality are compatible with the corporate culture.

Employee happiness, on the other hand, is linked to how well employees get along with their immediate bosses. Furthermore, employees are most fulfilled when their employment is exciting to them. Hiring managers and small business owners should seek for workers that have comparable histories and preferences to their present employees, and hire people who will easily fit into the current corporate culture, according to the article (Ray, 2019).

A company's culture, according to Rampton (2021), is the general atmosphere and attitude in the workplace based on previous and present experiences. While employee incentives contribute to a healthy work environment, the culture encompasses more than just physical factors, including employee attitude and treatment. Thompson 2020 also stated that democratic or collaborative leaders may provide your staff with the space they need to generate ideas as well as the support they need to put them into action. Visionary leaders may also help an organization create creativity, especially when it's time to shift its goal or direction.

According to Johnson (2019), employees' participation in group community service activities can not only effectively promote trust among colleagues, but also, because they jointly participate in the construction of community projects, employees participating in the community service plan will feel successful and proud of their employers and effectively improve employee satisfaction.Employees, on the other hand, are becoming increasingly concerned about work-life balance, and organizations that provide flexibility in working arrangements frequently discover higher levels of employee satisfaction. Consider providing staff flexible work hours, job sharing, time off for family occasions, or the flexibility to work from home on some days if it is acceptable (Christensen, 2019). According to Kissock (2018), the three primary reasons why real estate business employees are satisfied are freedom, helping others, and earning potential. It's no surprise that many people choose to work in real estate.

Freedom: Agents are in charge of themselves. Job satisfaction rises as a result of not having to account to others. They have complete freedom to work whenever they choose. As a result, job happiness is based on this type of freedom and flexibility. Furthermore, the industry has the ability to provide this independence to agents. This allows agents to manage their personal and professional duties.

Helping Others Find Real Estate: Everyone requires a place to call home. It is the basis for living a happy life. Real estate brokers provide a service that almost everyone requires at some time in their life. Furthermore, a house is much more than just a piece of real estate. It's a place where kids can grow up and adults can live. An agent assists customers in making one of their most crucial financial decisions. The capacity to help others was cited by 63 percent of those polled as a key factor in overall work satisfaction.

Income Potential: An rise in income corresponds with an increase in happiness up to a certain point. Money may not be everything, but it certainly aids in the process. Agents have stated that one of the reasons they enjoy their employment is the pay. Wages in the real estate sector are not comparable to those in other fields. The real estate agent's earning potential is determined by his or her hard work and abilities. Those who wish to make more money can sell more residences and earn more money.

Research Methodology

The technique to Collection Data

This research paper is Secondary and Primary Data Research. The data present in the journal, books, the internet, past research, and past studies is considered secondary data. The research used the secondary data in this study to create the framework presented in Chapter 2. On the other hand, the primary is first-hand collected from the survey conducted by the researcher (Bryman, 2017). In this research, the researcher selected the questionnaire to collect the data to analyze by the aids of the SPSS program.

Questionnaire- Research Design

This part shows the info on the making of the survey that is used to collect the primary data. The research used the online questionnaires method to collect the data. As the questionnaires are made on google drive and sent to the respondents to fill. As the question focuses to generate the data which matches the research need and the research objective. This research survey on the basic questions what closed-ended questions or scaled questions, as per (Bernard, 2011). the scaled questions give "the participant to a greater extent" to answer the questions and generate the numerical data. Therefore, the research uses closed-ended questions and scaled questions for this research. The design of the questionnaire is divided into two selections. The first section consists of closed-ended questions, which helps in generating the basics such as age, gender, etc. The second half consists of scaled questions, which give scale to the respondents to select the answer, the data collected in the section will feather necessary to enhance the support for the research objective (Sargeant, 2012).

Finding and Conclusion

According to Kissock, 2018, real estate professionals find a lot to like about their professions, and agents around the country are trying to figure out what it is about being a real estate agent that makes them so happy. Moreover, the survey showed that the influence factors of employees' satisfaction who work at real estate company have such kinds of benefits they could gain which are the ability to help people, real estate employees value their flexible schedule, income potential, being their own boss and the on-the-go work environment (Kissock, 2018).

This study shows that the employee satisfaction of real estate companies is very important and needs a systematic and overall evaluation method. According to elangovan (2020), a good evaluation system can promote the establishment of mutual trust between managers and employees.(Elangovan, 2020). Furthermore, the effectiveness of the performance assessment system is determined by the employees' view of its impartiality. Employees who are happy with their performance reviews are more likely to engage in good employee behaviors. Employees demand greater meaning from their jobs than they now have.

Employees except their job to bring a significant sense of purpose to their lives. Besides, employees at all levels in the organization say that they want purpose in their lives. Furthermore, 70 percent of the employees said that, their sense of purpose is largely defined by work (Dhingra, 2021).

To improve employees' satisfaction in the real estate firm, as an employer must observe their needs. There are several essential factors relationship between employees and employer. Loomer (2021) stated that employees who feel valued at work are often happier, more productive and less likely to look for other employment opportunities (Loomer, 2021).

Making people feel appreciated in their job is crucial in business because it may enhance the working atmosphere, individual and team performance, and help a company achieve its objectives. Positive staff morale leads to increased workplace productivity and efficiency. Employee morale is important since it gives the organization a competitive advantage (Regan , 2021).

On the other hand, Low employee morale is a large cause for incivility in the workplace. If employees are dissatisfied with their jobs or feel that their work is going unappreciated, they are more likely to exhibit signs of stress and hostility towards others and won't improve at the job (McFarlin, 2019). According to Morrison (2021), employees satisfaction has an impact on customer relationships and improvement of any real estate companies (Farlin, 2019).

Finally, managers play a critical role in maintaining high levels of employee satisfaction. Managers should conduct discussions with their employees regarding the company's growth potential. Appreciating what colleagues have done may go a long way toward increasing employee happiness. Employees will be more satisfied in their jobs if they know what the future holds for them at the real estate firm.

Recommendation

Globalization, integration, streamlining, layoffs, labor transfer, restructuring, technology development, and greater emphasis on flexibility are all major problems facing today's enterprises. In order to solve these difficulties, organizations need an innovative and efficient working environment to cope with market expansion and contraction at any time. In order to make the company's material resources consistent with the realization of business objectives, the decision-making of site selection, contractual relationship and architectural design has become very important.

Recognize workers for their efforts: Highlighting individuals' personal and professional accomplishments fosters sentiments of success and connection inside the company. This may result in improved overall performance and motivation. According to Fortune, 37% of respondents said that personal recognition will motivate them to work more passionately and frequently create better performance. Employees that are appreciated for their efforts are likewise more likely to stay. According to SurveyMonkey, 63 percent of employees are "extremely unlikely" to be seeking for a new job if they are acknowledged. Public acknowledgement in front of peers, incentive programs, and team trips are all examples of recognition.

Great leaders understand the importance of listening to their people and treating them with respect. Individuals who are given the freedom to express their thoughts are more likely to solve problems creatively, come up with better solutions, and be happy. In fact, according to a recent Forbes research, employees who are encouraged and valued for their contributions are four times more likely to be productive than those who feel undervalued. Employees will be happy in their jobs if you listen to them and make them feel appreciated. Employees who believe their supervisors treat them with respect are 63 percent more pleased with their careers, according to Harvard Business Review. Employees who feel mistreated or belittled, on the other hand, are likely to be seeking for a new job.

Internal communication systems connect all areas of the company and serve a critical role in maintaining open lines of communication between teams and management. Effective internal communications, according to Trade Press Services, drive 85 percent of employees to become more involved at work. This is because effective communication leads to quicker choices and fewer irritation, allowing staff to concentrate on the task at hand. Intranet tools combine workflows and feedback into a single, centralized system.

Provide opportunities for social interaction: According to a 2019 poll of US workers, 60 percent of employees believe their coworkers are the most important contributors to their workplace happiness. Intrapersonal interactions are a prerequisite for many employees when it comes to checking all the boxes when it comes to job happiness. Make sure your workplace culture and water cooler discussion have a designated home in your workspace as we move towards a new era of hybrid working. Integrate the correct social intranet solution to keep teams linked outside of their day-to-day responsibilities to strengthen your culture outside the office environment.

Leadership transparency: Nothing can sour an employer-employee relationship quicker than a betrayal of trust. In fact, one of the most important factors in determining employee happiness is management transparency. Employees want to be kept informed, and they want to know that their supervisors will tell them the truth. Trust between employees and management is a crucial aspect in building a positive working environment, according to 61% of employees.

Provide possibilities for personal growth: Providing a route for personal development is a key aspect of rewarding employees. According to a recent study of 1000 career-driven people, 82 percent of those polled would contemplate quitting their professions if they couldn't advance their careers. Individuals want to feel that their own goals are being supported, even if they are working as part of the business. Only 29% of employees are "very satisfied" with their available career advancement opportunities, according to one survey.

Take the time to learn about individual and team talents, and encourage employees to explore hobbies that are meaningful to them, even if they are not part of their job description.

Accept remote/hybrid working: Many office employees' fantasy before the epidemic is now a reality. Remote work is here to stay, with all of its flexibility and convenience. While certain elements of the work are undoubtedly missed, 38 percent of employees think that they are happier with their jobs now than they were before to the COVID-19 epidemic (Rubin, 2021).

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Study on the role of business administration in Corporate Strategy development of logistics: SF Express Co. Ltd

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Abstract

This paper explored the role of business administration in Corporate Strategy development of logistics, a case study of SF express Co. Ltd. SF Express's corporate strategy has played an important role, brought into play the competitive advantages of private enterprises, improved service quality, accelerated the formation and growth of national express brand, and gradually entered the international market. The objective of this study was how to give full play to its advantages in international competition as far as possible. This article conducted an in-depth research on the development status and competitive environment of SF Express and found out the corporate strategy of SF Express through research so that China’s private express delivery companies would develop at the a higher level and have a place in international competition. This research was based on the theory of the business corporate strategy. It was based on the research results of academics’ research papers on the express shipping industry, and discusses the situation and characteristics of the national express delivery industry. SF express logistics company was a need to develop knowledge that accounts for the new realities of the digital age, depending on whether the corporate strategy phenomena under investigation and the theories of the firm used to explain existing or new.

Keywords: Corporate strategy, SF express logistics company, competitive advantages.

Introduction

Under the background of the new era, the economic and social environment faced by China's urban logistics will inevitably change greatly. From reducing costs and improving efficiency to improving quality and efficiency, from extensive development to high-quality development, from quantity growth to green development, the answer is that the development of urban logistics has higher and higher requirements for logistics quality. The requirement of logistics timeliness is higher and higher, and the requirement of logistics resource sharing and utilization is higher and higher. The emergence of 'lazy economy' is the latest phenomenon of urban logistics distribution. With the increasing demand for the last kilometer, the economic and social environment faced by urban logistics development has changed significantly (Kelvin, 2019). Today, SF Express has completed the acquisition of Kerry Logistics shares with a total amount of HKD 17.6 billion, or approximately 67,900 million baht, in exchange for holding 931,209,117 shares or accounting for 51.8% of all paid-up shares. The purchase was made through SF Holding, a subsidiary of SF Express, on a Conditional Partial Cash Offer.

SF Express is one of the leading integrated express logistics service providers in China. After years of development, SF has built up an introductory capability for providing customers with one-stop integrated logistics solutions, including warehousing management, sales forecasting, extensive data analysis, and financial management. SF Express is an intelligent logistics provider with the advantage of network scale. S.F. has built an integrated logistics network of "Aviation Network", "Ground Network" and "Information Network", after years of concentration at business operation, and forward-looking strategic planning. SF adopts the direct operation mode, through major process and management from headquarter to branches, and guarantees the overall operation quality of service networks (Kelvin, 2019). On April 9, SF Express predicted that the loss in the first quarter of 2021 would be 900 million to 1.1 billion yuan (Wei, 2021).

Research Background

The research paper focuses on the role of business administration in corporate strategy development of logistics: SF Express Co. Ltd. The SF Express logistics service was established by Wang Wei in 1993. It was found with 6-men providing sample and document delivery service between Guangdong Province. This logistics service is located in the Shenzhen district, Guangdong, China. In July 2017, SF Express used backdoor listing to begin trading on the Shenzhen Stock exchange, involving an asset swap with listed company Maanshan Dintai Rare Earth & New Materials Co. Moreover, In February 2019, SF Express acquired the supply chain operations in China, Hong Kong, and Macau from Deutsche Post DHL. Its revenue was RBM112.2 billion in 2019. In 2019, SF Express had 114,813 employees. Around 16,458 employees worked in management positions. The company mainly provides logistics, order tracking, supply chain management, warehousing, and other services (Simon, 2019).

Business administration deals with the short- and long-term upkeep tasks and goals of organizations. it helps ensure that goals are set and met and that things run smoothly and efficiently. Moreover, Business administration is a broad field that includes many different roles, professional settings, and opportunities for growth and work to ensure that businesses and organizations are run effectively, efficiently and profitably. To achieve in business administration, it is based on administrators significantly. As a business administrator plan, support, and analyze internal processes such as product procurement, logistics, marketing, and controlling (Orbinati, 2019).

SF Express's corporate strategy is to give full play to the competitive advantages of private enterprises, improve service quality, accelerate the formation and growth of National Express brands, and gradually enter the international market. In recent years, with the rise of e-commerce, China's private express industry has developed rapidly. Facing the strong development of China Post and the four major foreign express companies, all private express companies in China are facing great challenges. As a leading private express company in China, SF undertakes the mission of developing the national express industry. To study its competitive strategy and how to give full play to its advantages in international competition is a problem worthy of study. This paper makes an in-depth study on the development status and competitive environment of SF express, hoping to find the enterprise strategy of SF express through the research, so that China's private express enterprises can develop to a higher level and have a place in the international competition.

When it comes to logistics, according to Jenkins (2020), business logistics refers to the entire set of processes involved in moving goods, whether from a supplier to a business or from a company to a customer. Furthermore, the logistic sector, which is considered as an essential interface of increased international trade in consequence of globalization, plays a vital role in countries' economic growth and development (Jenkins 2020).

A development in the logistic sector facilitates international trade, increases the competitiveness in countries, and thus appears to be an important determinant of growth and development (Hayaloglu, 2015). On the other hand, there is no significant relationship between capacity and skill management with logistics service effectiveness. It shows that logistics service provider does not believe proper practice of power and skill management can lead to logistics service effectiveness (Mohan, 2011).

However, Inefficient logistics not only reduces customers' loyalty but also puts a dent in the firm's online and offline image. Although SF express is still the leader in the express industry, its business is not limited to express delivery. Still, it involves express delivery, e-commerce, supply chain, third-party finance, and other fields, and even backdoor listing and financing of Dingtai new materials. The original differentiation strategy in the field of express delivery alone can no longer meet the diversified development needs of SF express. This article selects SF Express Co., Ltd. as a sample, hoping to obtain the strategic planning and implementation measures suitable for the current strategic needs of SF Express Co., Ltd. in the development of express business (Goel, 2020).

Research Problems

Understanding the importance of corporate strategy is not difficult. Getting it right is a daunting task. Every company needs a strategic plan; the essence of design is a new vision. This is an opportunity to create a development route and narrow the company's business focus. Understanding the most significant challenges of strategy implementation will help avoid the most common pitfalls and better lay the foundation for the company's success. There are four areas addressed when implementing corporate strategy.

Lack of follow-through: There sh ould be regularly scheduled formal reviews of the new strategy to review processes, ensure the plan is performing as designed, and make any necessary tweaks.

Ineffective training: Managers and employees, especially millennials, expect clear direction in what is essential. learning new skills, having more responsibility, working with different people and teams, working outside their department on what we refer to as “strategy teams.”

Weak Strategy: Strategic goals are often large and complex objectives that almost always require many resources scattered across many departments.

Lack of communication: Communication is the key to implementing any new strategy. An effective communication plan must be carried out from top to bottom. Transparent and honest communication is not only the quality of an effective organization, but also a necessary step for any new launch. Lack of communication leads to team disconnection and more uncertainty (Feldberg, 2014).

Successful execution of logistics strategy will help the company overcome logistics challenges and ultimately be highly beneficial to the company. It enables the team & organization meet its strategic objectives and drives value for all stakeholders (TÄHTINEN, 2016). As a service company, the service quality of express companies is the basis of their survival. The quality of express delivery is to deliver goods to customers safely and quickly. Moreover, SF Express improves the company's express delivery service system by integrating resources, expanding the scope of express delivery services, improves the level of customer service, and better returns on investment (Limiadi, & Kodrat, 2020).

To SF, it can collect and analyze such “Big Data” from customers’ preferences to formulate strategies and utilize resources. To develop a corporate strategy is to analyze the current best customers and identify their key traits (Rasmussen, 2021). Furthermore, to increase company service, market penetration is an indispensable imperative. As Grey (2020) points out, penetrating new markets is the best way to ensure businesses’ longevity and viability (Grey 2020). However, penetrating a new market can wreak havoc on pipeline management at the best of times. The company can achieve this by adopting a franchise business model when entering a new market (Grey, 2020).

SF Express intends to deploy the cargo drone fleet in their domestic and non-domestic business operations by 2023. SF Express has also made significant moves into cold chain logistics, and its network now covers 56 cities and their surrounding areas. The system will be able to track, verify and record every transaction in the logistics process and determine the priority of each order. In addition to blockchain, it is reported that SF Express has also established a traceable logistics network using big data, which will effectively identify supply priorities and minimize the risk of counterfeit and unqualified products entering the market (Ekman, 2020).

Objective of the study

SF Express Co. Ltd is already a large-scale enterprise of a particular scale, and it is at a major turning point in economic development. For the future development of enterprises, enterprises should lead the development of enterprises by building a scientific development strategy. Enterprise decision makers should attach great importance to the dynamic changes of the external environment, timely evaluate the internal situation of the enterprise, seize the development opportunities of the industry in the new era, and further expand the enterprise. This study aims to explore the role of business administration in Corporate Strategy development of logistics: SF Express Co. Ltd. The purpose of this research is;

To analyze what kinds of logistics strategy used to improve logistic service.

To study how to be successful in logistics service by applying logistics strategy.

To express how effective logistics strategy to succeed in a logistics company.

Scope of the study

The study object of this thesis is SF Express. This study is based on the theory of the corporate business strategy. It is based on the research results of many and foreign academics on the express shipping industry, and discusses the situation and characteristics of the national express delivery industry, on this base, the corporate development strategy of SF Express The status quo, including comparing the competitiveness of national express courier companies. Furthermore, discuss the competitive environment for SF Express, including analysis of current SF company environment, and then research SF's internal environment: existing resources and capabilities. Finally, analyze opportunities and challenges facing SF Express, make the most of its advantages and defects. Based on the development of SF Express, it presents the shortcomings of SF Express's existing corporate strategy, re-selects the corporate strategy based on its competitive advantages, and recommendations.

Research Significance

SF Express Co. Ltd is already a large-scale enterprise of a particular scale, and it is at a significant turning point in economic development. For the development of the future companies, they should lead the development of the company by building a scientific development of corporate strategy. Business decision-makers should attach considerable importance to dynamic changes in the external environment, timely assess the internal conditions of the company, and take advantage of the development opportunities of the industry in the new era to further expand the company. Build a scientist development strategy, clarify the company's development ideas, clarify the products and scope of the market; avoid significant mistakes on the development path, reduce losses and increase corporate profits; use strategic management research to analyze deficiencies in the company.

Focused management methods, take the corresponding measures to resolve them, to prevent competitors from taking over the market Share effectively; use the theory of strategic management to continuously improve the level of control, continuously improve overall competitiveness, create competitive advantages, and continue to maintain the leadership position of the industry. Research on the SF Express corporate strategy can help companies think about important issues of long-term survival, sustainability, health, and rapid development, and plays a vital role in the company's development.

The scientific development of corporate strategy is based on the theory of strategic management, through the analysis of the external environment of the enterprise, especially the grasp of the development trend of the industry; Systematically analyze the internal resources and capabilities of the enterprise; Then, through the tools and methods of strategic management, through comparison and analysis, select the enterprise strategy suitable for enterprise development.

Literatures Review

The main idea of the business management system is to provide managers with tools to monitor, planning, and controlling their activities and measuring the performance of a business. Moreover, business management is the discipline of coordinating all phases of farm operation through planning and concerned with income and profitability. Goel (2020) also indicated that business management is an ideal choice for anyone wanting to fast-track their career or learn more about the realities of starting or managing a business (Goel 2020).

Corporate strategy refers to the sum of the highest goals, value standards, fundamental beliefs, and codes of conduct that are formed in the long-term survival and development of an enterprise, owned by the enterprise, and shared by most members of the enterprise. Reflection in the enterprise. Corporate strategy has the functions of guidance, restraint, cohesion, incentive, coordination and image building. Establishing a corporate culture that matches the strategy is very important to achieve the strategic objectives (Menz, Kunisch, Birkinshaw, Collis, Foss, Hoskisson, & Prescott, 2021).

It is not surprising that the role of companies as the basic unit of the organization of economic activities is evolving as the global economy changes from its electro-mechanical and analog origins to electronic and digital forms. In fact, the emergence of the ‘digital age’ fundamentally challenges our understanding of the essence and function of multi business companies - whether from the perspective of enterprise strategy or the theory of revealing their existence, behavior and performance (Menz, et al. 2021).Furthermore, effective business management is a deliberately integrated set of management processes and tools that help align the company strategy and annual objectives with daily actions, monitor performance, and trigger corrective actions (Hatto, 2017).

Likewise, management flaws can have a significant impact on the development of logistics. This has a significant impact on a company if a management team ignores significant issues presented by investors and continues to underperform. When employees' ideas and suggestions are ignored, it could lead to stagnation in growth potential (O'Connell, 2020).

The third strategy, 'theoretical development,' attempts to explain the existing phenomenon by developing and testing new theories in the field of enterprise strategy. In many fields, the theory can not fully explain the current enterprise strategic practice. Sometimes in this case, the best way is to question whether the theory is really suitable for practice.

However, it is quite challenging to develop new theories in the field of enterprise strategy, because there are many theories in use, from transaction cost to resource-based and sociological, political and behavioral perspectives, each of which has its own strengths and weaknesses. This helps to explain why only two articles in the special issue adopt this research strategy. Kelvin, states that a cautious scale-development process to clarify the 'frames' for personal use to understand new technologies. Even here, the author introduces the theoretical perspective of social psychology to shape their survey. Still unlike other articles, this study represents an attempt to create a theory for corporate strategy in a bottom-up way (Kelvin, 2019).

Deeb (2019) contended that lousy management can impact employees and the development of logistics overall operations and would cause organizations to permanently to close their doors as well (Deeb 2019) permanently. Besides, bad management can lead to a decrease in profits. When employees are faced with bad management; they may spend their time looking for other employment and not focusing on reaching the goals of the organization. This affects the company to pay wages for low output. To a large extent, due to the "economic principle of information", the emergence of business landscape in the digital era is very different from the industrial era it replaces (Deeb, 2019).

Research methodology

This research mainly applies the following methods to study.

Literature research method: the literature research method is a method to form a scientific and systematic understanding of the research purpose and target subject through induction and summary based on collecting literature and sorting out the data. By collecting the relevant literature of SF Express Co. Ltd, this paper summarizes the valuable information. It analyzes whether enterprise management plays a role in the strategic development of SF Express Co. Ltd.

Survey method: the investigation method is a method to collect relevant date purposefully systematically and planned according to the display or historical situation of the research object. It is pervasive in scientific research. By collecting the relevant literature of SF express company, this paper summarizes the valuable information. It analyzes whether enterprise management plays a role in the strategic development of SF Express Co. Ltd.

Empirical research method: Through data collection and field investigation of SF Express Co. Ltd, we understand the problems existing in SF Express's corporate strategy, analyze the causes of the issues, and try to solve the problems with the theory of enterprise management.

System analysis method: System analysis refers to an analysis method that considers the research object and the relevant contents affecting the research object as a whole, to find out the way to solve the problem. As the express delivery enterprise closest to the end-users of the logistics system, its business scope covers almost all logistics links. Therefore, it is necessary to analyze its corporate strategy from an overall perspective systematically.

Finding and Conclusion

Jenkins pointed out that the creation of a corporate culture supporting the strategy has a strategic leadership role, and the adoption of organizational structure, management system, financial accounting, marketing, production and operation, research and development, and information system matching the strategy can produce a coordination effect. At the same time, the establishment of scientific and effective assessment and incentive schemes is also an important guarantee.

According to the strategic planning and business indicators, combined with the work functions and regional operation of each unit, formulate the strategic assessment standards of the headquarters, business units, functional departments, regional business units and branches, and decompose the assessment indicators and weights fairly, reasonably and efficiently, so that the indicators can guide the development of various tasks of each department. For positions such as dispatchers, warehouse stewards, drivers, commissioners, managers, etc. refer to the market position salary of the same place in the market, and combine the contribution of the place to the realization of the strategy, and adopt a reasonable and incentive salary system to ensure the implementation of the plan (Jenkins, 2020).

Logistics management focuses on moving products and materials as efficiently as possible. Many companies specialize in logistics, providing the service to manufacturers, retailers, and other logistics services with a significant need to transport goods besides, the goal of logistics is to meet customer requirements in a timely (Essex, 2017).

Logistics is an important factor for the success of enterprises that helps increase the sales and profits of companies that deal with the production, shipment, warehousing and delivery of products. Likewise, a reliable logistics service can boost a business' value and help in maintaining a positive public image stated (Kirk, 2018). To be successful steadily in logistics service, managers play a vital role in logistics management.

Kashyap (2018) pointed out that good manager's delegate tasks effectively. Then, they demonstrate faith in their employees' ability to perform delegated tasks and allow them to learn new skills and develop strengths that they might not otherwise know they have. Moreover, good managers use the intelligent goal method to define expectations. Good managers are not only good at management but also leads the company to achieve its goals. On the other side, it could ruin a company. Good management focuses on pushing employees to perform well and giving them opportunities to exceed expectations in the development of logistics (Kashyap 2018).

SF takes 'preferred city life' as its brand vision to build a global innovative online retail app and offline store. It aims to meet the daily needs of consumers and is committed to creating a healthier, more convenient and more perfect urban lifestyle. SF Express's expansion in the air traffic network also helped to improve its efficiency and profitability(Tam, 2018).

Recommendation

Firstly, starting from the background and significance of the development of SF Express, this paper expounds the business environment and competition pattern of the domestic express market in detail. At present, domestic express companies are in a highly competitive environment, and the interests of customers are complex and changeable. Operation and future development need to guide the operation and development of enterprises through the scientific application of enterprise strategic management ideas, so that enterprises can survive and develop for a long time in the fierce competitive environment.

Then it expounds the strategic management theory, the commonly used strategic analysis tools and the theories of the main strategic schools, so as to help enterprises further understand the connotation of enterprise strategy and provide a theoretical basis for the formulation of enterprise strategy.

Although the digital age has brought fundamental changes to business and management, the focus of this paper is its impact on enterprise strategy. Use company theory as the lens of explanation and focus on three broad areas of company strategy: (1) corporate (competitive) advantage, (2) firm scale, scope, and boundaries, and (3) internal structure and design. The researcher also proposed foundational strategies for future research. In particular, there is a need to develop knowledge that accounts for the new realities of the digital age, and thus study that examines existing and new corporate strategy phenomena by building on current theories and by developing new theories of the firm. The researcher hope that future research on corporate strategy and the theory of the firm in the digital age next time.

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THE EFFECTS OF THE PSYCHOLOGY STATE OF EMPLOYEES ON ENTERPRISE INNOVATION MANAGEMENT IN THE PERIOD OF COVID-19

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Abstract

The study helps companies achieve sustainable development by studying the relevant factors that affect enterprise innovation management during Covid-19. The attention of enterprise managers to the psychological state of employees is an integral part of innovation management, and enterprises should pay attention to formulating management strategies that adapt to the development of the enterprise; enterprise innovation managers are also the leading promoters of innovation management. This study uses the literature research analysis method. Based on the research on the relevant factors affecting enterprise innovation management, it is found that reasonable psychological guidance and protection policies can reduce the psychological pressure of employees and improve work efficiency in a crisis. The correct innovation management strategy can build the management system of the enterprise's internal organization, thereby controlling the stable development of the enterprise in the problem, and at the same time using Internet technology to improve the efficiency of enterprise innovation management. And the innovation awareness and attitude of innovation managers are also an essential prerequisite for enterprises to achieve innovation management in a crisis period, and continuous self-improvement can make better management decisions. Therefore, studying the relevant factors that affect enterprise innovation management during the virus crisis can help enterprises continue to innovate management during the problem to achieve sustainable development of the enterprise.

Keyword: Enterprise Innovation Management, Employee Psychology, Management Strategy, Innovation Manager

Introduction

Research Background

The coronavirus crisis is affecting many countries. It has lasted for nearly two years. Many companies went bankrupt or delayed the resumption of work (Chen, 2020). Many companies worldwide are currently facing tremendous pressure to survive, with both temporary financial burdens and psychological effects of recovery difficulties (Challenges and Faced Opportunities by Small And Medium Enterprises Under The Coronavirus Crisis, 2021). Many industries, such as retail and catering, accommodation and tourism, transportation, culture and entertainment, and other sectors, have seen a sharp decline in revenue. To manufacturing, real estate, construction, and construction, which are slow to resume work and production due to limited flow of people and logistics, to a remote office, online education, With the rapid development of online medical, fresh food logistics, and other technology companies, the epidemic has brought different challenges and opportunities to various industries. These changes may profoundly affect the sector's future development trend and competitive landscape (Verbeke & Yuan, 2021). The uncertainty caused by the coronavirus crisis has caused many companies to face difficulties and challenges in adjusting their management models and response plans before preparing to resume work (Korankye, 2021). Many companies managed by traditional models have been eliminated in this crisis. For example, complex management structures, unreasonable use of personnel, low efficiency in decision-making and execution, and weak employee tolerance will make companies a Competitive disadvantage (Păunescu & Mátyus, 2020). And some companies innovated management during this crisis, that is, to build and digitalize management upgrades and transformation projects, consolidate management structure, adjust management strategy, and realize the improvement of corporate performance management. They not only survived the crisis steadily but also brought more excellent Economic benefits (Espejo, 2020). Therefore, under the influence of this period, corporate innovation management has become critical. Industry practitioners and corporate managers should re-examine and plan the mid-and long-term business development to accelerate industry transformation (Zimon & Tarighi, 2021). It is also the key to achieving sustainable development of the enterprise.

Research Problems

Under normal circumstances, corporate management will prepare for the crisis, but unforeseen issues such as the coronavirus crisis will still bring unexpected challenges to the enterprise. Due to the slowdown in business activities, SMEs have limited ability to deal with external risks and internal costs and cannot quickly adjust management strategies. This also includes management strategies to adapt to the arrival of crisis and strategies to ensure the stability of employees' working conditions to ensure future development (Bucherer, Eisert & Gassmann, 2019). It is worth noting that a good mental state of employees is essential to the sound development of innovation management, because a good innovation management strategy during a crisis requires a good mental state of employees to be implemented. However, in the face of sudden crises, many companies ignore Employee psychology changes and execution efficiency is low (Li, 2020). Research shows that by paying attention to the data of employee psychological changes, innovation managers can measure the strategies that the organization should develop next, and accurately understand which support the team needs most (Riana, Suparna, Suwandana, Kot & Rajiani, 2020). This can improve the effectiveness of innovation management. Secondly, most of the current research is only about how to formulate strategies and other issues. There is few research on innovation researchers who formulate strategies. Anthony and Abbas also believe that innovation managers have a positive attitude towards innovation management and can find ways to survive the crisis. Management strategy is also a necessary condition to ensure the sustainable development of the enterprise and make management decisions (Anthony & Abbas, 2021). Considering the inefficiency of enterprise innovation management in special periods, ignoring employee psychology, and ignoring the influence of innovation managers on innovation management, this article is based on the help of innovation management to allow enterprises to make correct management decisions in crises. To realize the sustainable development of enterprises and provide suggestions, three research questions are put forward for this purpose:

1. When the crisis comes, can appropriate innovation management strategies enable the enterprise to survive the crisis?

2. Is paying attention to the psychological state of employees also the key to the innovation management of the enterprise?

3. What is the degree of influence of innovation managers on innovation management?

Objective of the study

This study provides suggestions for companies to achieve sustainable development by studying the relevant factors that affect enterprise innovation management in special periods, and proposes four goals:

1.To analysis the relevant management strategy and enterprise innovation management factors under the coronavirus crisis.

2. To analysis the related factors of employee psychological state and enterprise innovation management under the coronavirus crisis.

3. To analysis the relevant factors of innovation managers and enterprise innovation management under the coronavirus crisis.

Scope of the study

The study helps companies achieve sustainable development by studying the relevant factors that affect corporate innovation management during the coronavirus crisis. The study method is a literature review. These data are aimed at helping companies make the most of innovative management models to tide over the situation. Studies have shown that in the debate about effective innovation management strategies, many companies quickly make decisions and achieve stable development during the crisis with low losses (Zimon & Dankiewicz, 2020). Therefore, this study can analyze the relevant factors that affect enterprise innovation management during the coronavirus crisis and find a positive attitude to support enterprise transformation and innovation management in similar situations to realize the sustainable development of enterprises.

Research Significance

The contribution of SME innovation management to the long-term and sustainable development of enterprises is affirmative, and there is also a large amount of evidence in the international literature. Based on previously accumulated experience, innovation management strategies, and the attitude of innovation managers, minimal and medium-sized enterprises, can quickly identify changes in the external environment and adjust rapidly (Zhen, 2016). Especially in a particular period like the coronavirus crisis, correct management decisions and strategies may be more effective for the enterprise's sustainable development during the crisis. Today, as covid-19 has transformed from a public health pandemic to an economic crisis, Le, Nguyen, Ngo, Pham, and Le, also believe that entrepreneurs, employees, managers, and policymakers need to determine what will happen under and after covid-19 quickly. Internal management decision-making, pay attention to the psychological changes of employees, predict how to adjust the direction of management, and where to consume management energy (Le, Nguyen, Ngo, Pham & Le, 2020). If small and medium-sized technology companies and technology-based start-up projects can learn from the scientific prevention and control concepts and methods of large-scale enterprises, sum up their experience in time, smoothly turn crises into opportunities, and establish a set of sound and reasonable management mechanisms, no matter in the current epidemic prevention and control Period, or the future development and operation period of the enterprise, will significantly improve the operation efficiency of the enterprise and the safety awareness of employees, and provide the more decisive impetus for the long-term development of the enterprise.

Literatures Review

Innovation management

Traditional companies adopt a matrix organizational structure and implement vertical and horizontal leadership, which have the disadvantages of low efficiency, lack of flexibility, and difficulty in adapting to the new environment (Chen, Stegerean, & Nistor, 2017). Compared with traditional enterprise management, innovation management can better optimize and innovate the enterprise's existing management process and human resource management system, achieve the goal of improving the enterprise's overall management system and meeting market demand, which is conducive to the development of the enterprise. Make the enterprise discover more in line with the actual situation of the enterprise (Zhenhua, & Jinjing, 2019). Bailey and Breslin also believe that if companies want to enhance their core competitiveness and improve economic efficiency, they must carry out reforms and innovations in operation and management (Bailey & Breslin, 2021). In the current era of rapid Internet development, many companies use Internet technology to control, to a certain extent, improve work efficiency and core competitiveness. Although the current coronavirus crisis has led to a decline in some real economies, the emergence of new formats such as online education, home office, and cloud consulting also shows great development potential (Wang, 2015). Therefore, enterprises should attach importance to the application of Internet technology in the reform and innovation of corporate management, make full use of the efficiency of the Internet to promote corporate governance reform and innovation, create an online and offline joint control model, and rationally use information technology. Apply it to enterprise personnel management, promote the improvement of enterprise management efficiency, and realize modern management (Caligiuri, Minbaeva, Verbeke & Zimmermann, 2020).

The psychology state of employees

The coronavirus crisis has had a significant impact on the operation of enterprises and the psychology of employees. Stabilizing employees' psychological state has become a complex problem facing enterprises in resuming work and production. Under the crisis, employees face the dual fear of occupational uncertainty and health and safety threats. The form is more complex, the scope of influence is more extensive, and the dynamics are more robust. It is challenging to deal with it only by relying on their psychological adjustment. It requires timely guidance from corporate managers. For example, irregular mental health classes or psychological counselors are practical (Liu, Lee, & Lee, 2020), which can better help employees learn how to deal with the current situation and become stronger. Dedicated and happy employees are more likely to adapt to changes than other employees, and the probability of success is 45% higher than the latter. At the same time, companies must have corresponding protection strategies to protect employees' health and psychology. Formulating employee health plans and epidemic prevention measures is also the key to strengthening employees' psychological states (Collings, McMackin, Nyberg & Wright, 2021). In addition, the role of corporate culture cannot be ignored. As the soft power of an enterprise, culture has a cohesive and guiding role and can form a harmonious sense of mission and responsibility for employees (Ma, 2017). The psychological state of employees directly or indirectly determines the formulation and implementation of management strategies to a certain extent. The lack of positive attitudes at work will reduce the quality of work (Guo, Yang, Huang & Guo, 2020). So, strengthening psychological guidance and formulating corresponding employee psychological protection strategies to form an influential psychological barrier is beneficial to both the effective implementation of innovation management and the construction of corporate social image.

Management Strategy

The enterprise management strategy is a means to increase the management and control of the enterprise's business activities and processes and allocate enterprise resources reasonably to create more economic benefits for the enterprise. In the past, in the development of business management work, information was usually transmitted from top to bottom. This management method could not effectively improve the efficiency of business operations, which did not match the current market's requirements for business management. Therefore, companies need to innovate management strategies and enhance and optimize the existing internal management system to meet the requirements of the new situation (Trofimova, 2020). Enterprises can establish a sound management system through innovation and reform, improve the operation process, fully display the effectiveness of the management system, and make reasonable adjustments to the enterprise's production and operation, overall planning, internal supervision, and business model to achieve orderly and coordinated operations, so that the internal operating efficiency of the enterprise has been comprehensively improved. It provides endogenous power for the healthy and stable development of the enterprise (George, Lakhani & Puranam, 2020). Internet information technology can also be applied to the progress management of enterprises. Intelligent information technology can help enterprises supervise the operational status of all employees and the development of various work links, ensure that the enterprise has a grasp of each employee's work, and prompt each employee. They can complete their work efficiently (Sharma, 2020).

Innovation managers

As a reform leader, enterprise innovation managers need to supervise the internal development of the enterprise and start from the entire market, such as timely observation of the market changes brought about by the coronavirus crisis, and always always keep the enterprise in a leading position. Competent business managers will often promote the development and growth of the enterprise and bring more benefits to the enterprise (Mota, Välling & Boyd, 2013). As the decision-makers of an enterprise, whether managers have a sense of innovation will primarily affect the future reform direction and development status of the enterprise. Therefore, the correctness of the manager's decision will also indirectly or directly affect the performance of the enterprise. When dealing with innovation management, the attitude of innovation managers is also critical because a positive attitude towards innovation management can stimulate creative factors conducive to enterprise development to improve and breakthrough the original management theories and models (Gronum, Verreynne & Kastelle, 2019). Regardless of the awareness or attitude of innovative managers, managers are required to continuously improve their education, management capabilities, decision-making capabilities, and overall planning capabilities (George, Lakhani, & Puranam, 2020). That is, managers' continuous self-commission may affect their innovation ability and then further affect the performance of the enterprise.

Finding and Conclusions

The psychology state of employees

- Psychological guidance （Liu， Lee, & Lee, 2020）
- Protection policy （Collings, McMackin, Nyberg& Wright， 2021）
- enterprise culture （Guo, Yang, Huang & Guo, 2020）

Management strategy

- Reasonable resource allocation(Trofimova, 2020)
- Optimize the management system(George, Lakhani& Puranam, 2020)
- Internet technology(Sharma, 2020)

Innovation manager

- Innovative mind(Mota, Välling & Boyd, 2013)
- Innovative attitude(Gronum, Verreynne & Kastelle, 2019)
- Self-improvement (George, Lakhani, & Puranam, 2020)

Enterprise innovation management under the coronavirus crisis

- Strengthen management (Drobyazko, Barwińska-Małajowicz, Ślusarczyk, Zavidna & Danylovych-Kropyvnytska, 2019)
- Adapt to environmental changes (Dzwigol, Shcherbak, Semikina, Vinichenko & Vasiuta, 2019)
- Sustainable development (Stehnei, Irtysheva, Khaustova & Boiko, 2017)

This study found that after a crisis occurs, reasonable psychological guidance and real-time welfare policies can reduce the psychological pressure of employees and improve work efficiency in a crisis. Therefore, corporate managers' attention to the psychological state of employees is crucial to the formulation of innovative management strategies. important. In addition, the use of corporate culture to enhance internal unity in a crisis is also an effective way to strengthen employee psychology. The psychological state of employees will affect the effectiveness of innovation management strategies to a large extent, because the results of high-quality innovation management strategies are based on the positive psychological state of employees, which is consistent with the research of Guo et al. Second, enterprises should pay attention to formulating management strategies that adapt to the development of the enterprise, and constantly update and optimize the internal organizational structure, to better manage the enterprise. Including optimizing the management system, building a control system for the internal organization of the enterprise, and then reasonably distributing internal power, because in a special period, the distribution of power in corporate management is a key point that affects the stability of the internal structure during the development of a corporate crisis. At the same time, using the development of Internet technology and applying it to the enterprise's daily management can improve the efficiency of enterprise innovation management. Finally, enterprise innovation managers are the main operators in formulating innovation management strategies. Their innovation management awareness determines whether the enterprise switches from traditional management to modern innovation management, and their attitude towards innovation management will affect creative factors and original management. Modification of the model. Only when innovation managers continue to improve themselves, and managers with good thinking, execution and communication skills generally have better innovation capabilities, will the performance of the enterprise be improved. This is consistent with the research of George, Lakhani and Puranam (George, Lakhani, & Puranam, 2020).

Recommendations

Due to the management and economic impact of the coronavirus crisis on many companies, modern companies can use innovative management to improve their internal management capabilities, avoid risks, and at the same time become the driving force for their sustainable development. The goal of the article is to enable companies to make correct management decisions in a crisis with the help of innovation management and provide suggestions for companies to achieve sustainable development. The article uses the literature research method to conduct research and finds that the three factors that affect innovation management are the psychological state of employees, management strategies, and innovation managers can help enterprises support the positive attitude of enterprise transformation and innovation management and provide help for the sustainable development of enterprises.

The negative mental state of employees usually also reduces the quality and efficiency of work. To solve the psychological problems of the employees, the most important thing is to let the employees rebuild their beliefs and confidence. These can be achieved through the mental health class of the enterprise or the guidance of a psychological counselor. In addition, the enterprise can also implement some protection strategies such as online office, distribution of anti-epidemic items, etc., so that employees can alleviate the psychological pressure brought by the crisis. Corporate culture can be said to be the sole pillar of an enterprise. Especially in a particular period, it can not only drive the enterprise to develop in a better direction but also improve employees' work efficiency and quality. Therefore, innovation management should also pay attention to strengthening employees' psychological construction so that the enterprise's value can be displayed.

To ensure that the enterprise is healthy and stable and achieve sustainable development, it is necessary to focus on innovative management strategies, rational allocation of resources, clarify the management functions of each post, improve the ability to solve problems, and effectively guide the overall operation of the enterprise in a particular period, and finally promote the enterprise develops healthily and stably. Then it is to optimize the management system to control the internal organization of the enterprise so that the management system can be implemented in the various tasks of each department, which is conducive to improving the degree of coordination among all departments of the enterprise, thereby promoting coordinated development with each other. These management strategies can be implemented through Internet technology. Some useful office software has potent functions. Leaders can supervise and inspect the work of all employees so that the management of the enterprise can be systematized, and the work process can be simplified simultaneously. Therefore, effective innovation management strategies are the needs of enterprise development and the key to ensuring the sustainable development of enterprises.

To achieve effective innovation management, innovation managers play an essential role. First, any innovation manager must be aware of adapting to the changes in the new era and constantly creating, mastering the changes in the external environment, enhancing his ability to foresee and bear risks, and mobilizing internal cooperation to lead team development. Secondly, the attitude of innovation managers to innovation is also an essential factor. Companies will encounter various challenges at every stage of their product, such as the coronavirus crisis this time. Therefore, this requires innovation managers to take a positive attitude toward the innovation consciousness in a particular period, use their intuition and judgment to make appropriate decisions based on their intuition and review, and pass this self-confidence to employees. Get support and support. In addition, innovation managers who can produce effective innovation management strategies must continuously improve their capabilities, stimulate more innovative behaviors, and guide the enterprise's future reform direction and development status. Due to time constraints, most of the information in this study comes from limited literature studies. It may not fully explain that the psychological state of employees, management strategies, and innovation managers are favorable factors for companies to conduct innovation management in similar crisis periods. Secondly, there are. Which direction strategy can help companies achieve sustainable business development requires more in-depth research? It is recommended to add or modify management strategies for future study to help companies achieve long-term effective innovation management plans.

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Study on XiaoMi Company's Cross-cultural Management-Based on the Perspective of Thailand

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Abstract:

With the advancement of global economic integration, exchanges between countries and cross-border exchanges in various aspects have become more and more frequent. The situation of mutual communication in politics, economy, and cultural service information has begun to promote mutual communication among multinational companies in other countries. Sustained development, but due to differences in cultural backgrounds and customs among countries, multinational companies will face some problems when they enter the target country's market. Therefore, this study will take the Xiaomi company in Thailand as the research object. After all, Thailand has had more frequent exchanges with China in the past ten years, and the investment prospects of operator companies are relatively optimistic. First of all, I first learned about and collected certain information about local special cultural customs in Thailand through books, newspapers, and the Internet, mainly from the cultural differences in religion, education, living customs, and etiquette, to understand the development and investment of Xiaomi in Thailand The cross-cultural management faced, not only summarizes the related definitions of cross-cultural management and reading literature, but also makes a brief analysis of Xiaomi's investment in Thailand, and then puts forward the need for Xiaomi's company in Thailand to conduct cross-cultural management. And the problems and challenges faced in cross-cultural management, and then put forward corresponding suggestions. The implementation of cross-cultural management is also a basic condition for the success of international enterprises. The country's "Maritime Silk Road Plan" will broaden the prospects for future cooperation between China and Thailand. Therefore, research is carried out to overcome cultural conflicts caused by cultural differences and implement effective cross-cultural management.

Key words: Cross-cultural management; cultural differences; management strategies; Xiaomi company

Introduction

Research Background

With the development trend of world economic integration, enterprises between countries have begun to invest abroad, expand the scale of companies, and improve the international development of enterprises. It is also the current mode of operation of some enterprises that have begun to transition to internationalization. Overseas operations have become the process of global economic development. The main trend, especially in recent years, China has accelerated the pace of international investment, and some companies have also begun to achieve overseas operations and foreign investment. In expanding the scale of enterprises in other countries, China chooses to invest in Thailand and cooperate more frequently. This is not only since the relationship between China and Thailand is getting closer, but one of the reasons is that the two countries are in the same Asian region. Chinese companies support Thailand's transportation and tourism. After many Chinese companies invest in Thailand, Make full use of global resources, and combine their own operational management and capital and technical advantages.

Therefore, based on this background, we take Thailand's Xiaomi company as the research object to study how to prevent and resolve conflicts caused by cultural differences between the two sides under cross-cultural conditions, achieve efficient management, and in different backgrounds and forms of cultural atmosphere Create a reasonable and practical organizational structure and management mechanism to achieve the optimal allocation of corporate resources, especially to maximize the potential and value of corporate human resources and maximize the overall benefits of the company. These are the unsolved problems that Xiaomi is facing in Thailand.

Research problems

1. Understand the current situation of cross-cultural management of China Xiaomi's Thai branch;

2.Discover the cross-cultural management problems of China Xiaomi's Thai branch;

3.Analyze the reasons for the cross-cultural management problems of China's Xiaomi branch in Thailand;

4.Explore and propose countermeasures to improve the cross-cultural management of China Xiaomi's Thai branch.

Objective of the study

Since China implemented the One Belt One Road strategy, more and more companies in China have chosen to develop the international market. Searching for cross-cultural management of multinational companies can get many relevant documents as keywords because the management practices of global companies provide a reference. In addition, when I study in

Thailand, I can get more information about transnational Chinese companies. I can only think about it. Although China and Thailand are in Asia, and some cultures and customs are similar, there are cultural differences between the two countries. Therefore, this time The study combines cultural and cross-cultural management related theories and takes the current situation of Xiaomi's cross-cultural management in Thailand as a case to summarize and analyze the common points and differences in the direction of Chinese and Thai companies, and seek cross-cultural management of Chinese Xiaomi's branch in Thailand. The best way for domestic multinational companies to deal with similar situations in Southeast Asian subsidiaries is to provide a way.

Scope of the study

Based on the results of cross-cultural management research, actual cases are used to illustrate the current situation of cross-cultural management of Chinese companies in Thailand. Based on theory and case analysis, to provide directions and references for future development of companies in Thailand. Thailand's environment has been adjusted accordingly.

Research Significance

Xiaomi has developed due to the Internet, so its sales method is different from other industries. The advantage of online sales during the COVID-19 period has become the uniqueness of Xiaomi's marketing method. This research will provide theoretical guidance for the international development of Xiaomi's cross-cultural management in Thailand, help Xiaomi clarify the barriers to corporate culture differences, offer development measures to Xiaomi, and provide Chinese-funded companies in Thailand. Guide the formulation of various policies and standards for human resource management; thirdly, conduct on-site investigations and studies on the implementation of cross-cultural management and localization strategies of the Thai subsidiary, and make recommendations to help Chinese companies "go global" and better carry out international Human resource management provides a reference and is of practical significance.

Theoretical framework

This article combines the relevant literature on the definition of cross-cultural management related theories collected on the Internet, and analyzes the cross-cultural status and existing problems of the Chinese Xiaomi company in Thailand branch through data collation, and how to solve these problems, and provide a more complete space. And use it as an analysis framework for understanding the problems and challenges that

Chinese companies have in cross-cultural management in Thailand. In addition, the article also puts forward some countermeasures and suggestions, and provides practical guidance for the theoretical framework of this article.

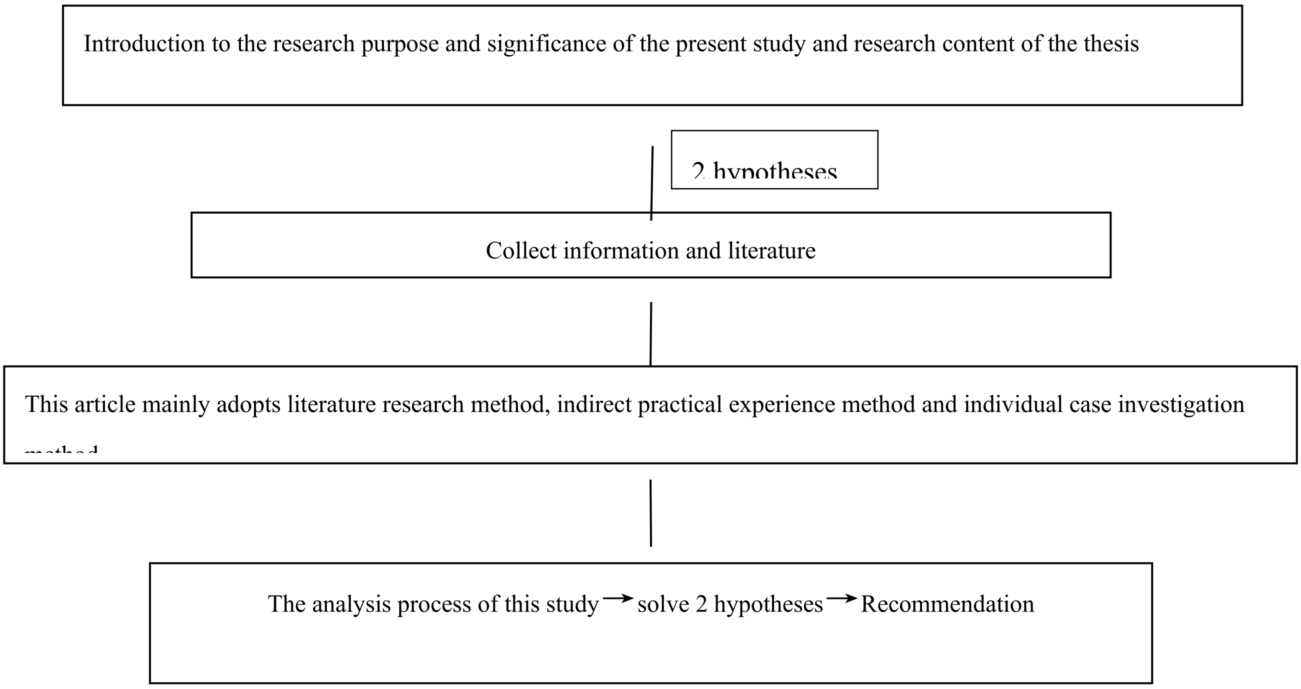

Fig.1 Technology road map

Hypothesis

H1: China's Xiaomi branch in Thailand has conflicts in business objectives and thinking with the parent company

H2: China's Xiaomi company in Thailand has conflicts in human resource management decisions and plans

Literature Review

Malcolm (2004) believes that culture is a social ideology that reflects the values of people in the same region. Corporate culture is an integral part of national culture, so the formation and development of corporate culture must be closely related to the foundation of national traditional culture. Conflicts in the workplace may erupt over any aspects of the organization process (Mead, 1998). Contemporary management literature underlines the positive influence of social conflicts and the innovative effect of conflicts on organizations, which enhances their effectiveness (Gladwin & Walter, 1980), and considers constructive conflict management the key to the effectiveness and survival of multinational companies. Understanding conflicts is a necessary first step in managing their impact on a multinational team (Joshi, Labianca, & Caligiuri, 2002). A conflict style is also influenced by one’ s culture. The extant literature suggests that avoiding conflict is more prevalent in collectivist societies, commonly aided by bureaucratic and structural means, i.e. being regulative (e.g. Kozan, 1997; Ting-Toomey et al., 1991). Comparative research on the Chinese and on Westerners has attributed cultural differences in the conflict style to a few factors, including power, face and inter-relationship, also known as “guanxi” (e.g. Chen & Starosta, 1997 – 1998; Chen, Ryan, & Chen, 1999). Contemporary management literature underlines the positive influence of social conflicts and the innovative effect of conflicts on organizations, which enhances their effectiveness (Gladwin & Walter, 1980), and considers constructive conflict management the key to the effectiveness and survival of multinational companies. Understanding conflicts is a necessary first step in managing their impact on a multinational team (Joshi, Labianca, & Caligiuri, 2002). Xu (2015), from the perspective of a cross-cultural management definition of culture, states that culture is formed by a specific group of specific values, which determines the different groups of different thought patterns and code of conduct, and affects members of the groups’ behaviors.

One of the major topics in conflict studies is conflict management style, which focuses on strategic intentions and situational influences. A model of five conflict styles (Kilmann & Thomas, 1975) was built on the classical twin dimensions of the concerns for oneself and others in the leadership style (Blake & Mouton, 1964). According to this model, integrating style arises from high concern for both oneself and the other party in the conflict and is concerned with collaboration between parties. The obliging style is associated with low concern for oneself and high concern for others and involves smoothing over differences and focusing on areas of agreement to accommodate the other. Conflicts in the workplace may erupt over any aspects of the organization process (Davis,1989), Contemporary management literature underlines the positive influence of social conflicts and the innovative effect of conflicts on organizations, enhancing their effectiveness (Hair et al.,2010).and considers constructive conflict management the key to effectiveness and survival of multinational companies. Understanding conflicts is a necessary first step to manage their impact on a multinational team (Wirachatchai, 1999). There were several scholars who have studied the user acceptance of mobile. They have found that safety from technological use has played an important role in the user acceptance of mobile. Service provider must be able to maintain customer privacy and prevent hacking of customers’ personal information (Goyal et al., 2012; Islam, 2014; Masamila, 2014). Moreover, mobile technology has able to manage and maintain the privacy of customers as well as build trust in the use of mobile services (Venkatesh & Davies, 2003).

Generally speaking, the research direction of cross-cultural conflict management in Chinese-foreign joint ventures is consistent with the international direction, and a relatively standardized technical route has also been formed in the research methods (Luo, Wang, Zhu, Yu, & Jia, 2016). The research results of other scholars also fully proved this conclusion. Finding how to solve these new problems also requires new ideas and methods. And each company also has its own background in the development of cross-cultural conflict management and will show different characteristics.How to study the issue of cross-cultural conflict management, combined with the characteristics of the times, and fully integrated with the characteristics of the company's own development, provide strong theoretical support for the healthy and orderly development of the company – this is the focus of this article in the study.

Research Methodology

This article mainly adopts literature research method, statistical analysis method and case investigation method. Explain the theoretical basis involved, conduct research based on the specific situation of Xiaomi, analyze the current development of Xiaomi in Thailand, solve some difficulties in cross-cultural management, and promote the future development of Xiaomi. Provide corresponding industry experience.

Literature research method

Collect relevant Chinese and English documents to retrieve, analyze and understand the research methods and research directions of a large number of documents, summarize and organize existing cultural and cross-cultural management documents, and finally adopt the opinions held by most documents and compare and improve with the summary. Use business books The analysis methods mentioned in the research and analysis of data to further improve the reliability of data analysis. Based on this, this article puts forward the following related arguments. Combined with the current situation of the cross-cultural management of Xiaomi in the Thai market, a targeted comparative analysis was carried out to form a more systematic and comprehensive development.

Case investigation method

This article mainly researches, classifies, excavates and analyzes Xiaomi's own unique advantages and disadvantages based on the current situation of cross-cultural management in the Thai market. Competition in the domestic mobile phone market is fierce, mobile phone brands continue to appear, and mobile phone brands with competitive advantages have also begun their internationalization. Although Xiaomi mobile phone is a young Internet company, its competitive advantage is also obvious. It has occupied a mobile phone market in China and has the basic conditions for an international road. The advantage of this article is to analyze the internationalization of Xiaomi mobile phones, study the current situation of Xiaomi's cross-cultural management in Thailand, and analyze the differences and conflicts in cross-cultural management of Xiaomi's in Thailand. These data are directly used as whether Xiaomi's mobile phones are suitable for development. The process of internationalization also laid the foundation for Xiaomi's cross-cultural management and the formulation of international strategic goals. Moreover, these data are also obtained objectively, which can provide a little reference for Xiaomi's internationalization. To do a good job in cross-cultural management, the company's senior management needs to attach great importance to the differences between Chinese and Thai cultures. At the same time, they must have cross-cultural management knowledge, be able to quickly identify cultural differences and solve problems in a timely manner, and improve cross-cultural management capabilities. To achieve the same business philosophy of the senior managers of China and Thailand, the senior managers of both sides can fully realize the high degree of integration of business philosophy when making decisions, and jointly make effective decisions.

Content Analysis method

This method is an objective, systematic and quantitative research method to describe the content of communication. This article systematically organizes the research content through objectivity: universality, hoping to qualitatively analyze the amount of information contained in the content and its changes, that is, the process of inferring the accurate meaning from the meaningful words and sentences represented. The analysis in this process is carried out layer by layer. After all, through the comparative analysis of the cultures of China and Thailand and the corporate cultures of China and Thailand, the key events are grasped, and the research on the idea of "discovering problems-analyzing problems-solving problems" is carried out on the basis of theoretical research, and then Put forward corresponding countermeasures and suggestions. The analysis of this content is expected to provide Chinese enterprises with key learning and surpassing.

Finding

H1: China's Xiaomi branch in Thailand has conflicts in business objectives and thinking with the parent company

The managers of the Chinese Xiaomi company stationed in Thailand are all managers with many years of experience in the country. They pay attention to the achievement of performance, have a wealth of performance decomposition and the ability to achieve performance. Therefore, for the company: use 6-8 years of time, The goal of doubling business performance on the existing basis is not afraid, and knows how to direct subordinates to achieve this goal. The Thai managers feel a lot of pressure on this performance goal. They would rather care about the current short-term goals, and hope that the pressure on short-term goals will not be too great. The Thai side feels that the KPI's evaluation and control methods for goals, which the Chinese leaders respect, are too strict, and they hope to work in a relaxed environment and a relaxed mentality. Under the influence of Buddhism, they believe that everything has its own laws, and there is no need to deliberately strive to achieve any goals.

H2: China's Xiaomi company in Thailand has conflicts in human resource management decisions and plans

In terms of decision-making methods, the Thai managers of the Chinese millet branch in Thailand are accustomed to centralized decision-making. The decision-making process is generally carried out by the staff to investigate the situation, the leader analyzes the decision, and then the staff implements it. The decision-making is meticulous and slow, and the Chinese management People require equal rights and responsibilities, and the speed of decision-making and work pace is relatively fast.

In terms of decision-making style, the Chinese senior manager advocates management by objectives, that is, to set a goal for employees, and then consider the results. As for the process, the leader usually does not interfere. Chinese leaders pay attention to authorization in their decision-making styles, but Thailand, because of its strict hierarchy, believes in a top-down approach to publicity, that is, all issues are decided by their superiors. They are only executors, showing a lack of courage to a certain extent. Take responsibility, do not have the sense of innovation, etc.

In dealing with the plan, the Chinese side pays attention to the timeliness and scientific nature of the plan, and emphasizes that the plan must be completed on time, quality, and quantity, and strictly evaluated based on the implementation of the plan. However, due to the problem of time concept, the Thai side does not do things hurriedly or slowly, and believes that the plan is flexible, just as a reference, it is of course good to be able to complete the plan on time, and if the plan is not completed in accordance with the time, there is no problem. Therefore, the late arrival of Thai employees has always been a problem that plagued Chinese managers.

Research conclusions

This study used cross-cultural management related research theories and combined cases to investigate the causes of the four main problems one by one. It was found that the expatriates had too little understanding of Thai culture, and managers did not pay much attention to cross-cultural management, which affected the company. There are various reasons for the lack of knowledge of the factors of cross-cultural management, the lack of four elements of communication, and the improper selection of cross-cultural management models. Finally, according to the actual situation of China's Xiaomi in Thailand branch, several cross-cultural management improvement measures have been proposed from the aspects of concept integration, personnel integration and interest integration: The main methods of personnel integration include optimizing human resource management and implementing cross-cultural training. Strengthen the cross-cultural communication mechanism, etc.; the level of interest integration mainly includes the adjustment of the incentive mechanism and the adjustment of the salary system.

In general, with the continuous strengthening of Sino-Thai trade and investment, Chinese companies must consider the solution of cross-national cultural management if they want to develop harmoniously in Thailand. The development of Chinese companies in Thailand will certainly still encounter cultural conflicts and collision frictions, but through effective cross-cultural management, the effective combination and integration of the management elements of the two countries can better cultivate a new kind of more suitable for the development of multinational enterprises. New culture.

Recommendation

Manage Thais in accordance with Thai culture

Managing Thai employees in accordance with Thai culture makes it easy to achieve harmony and stability within the company. According to the characteristics of the local human resources structure, the Chinese Xiaomi branch in Thailand can gradually realize the localization of human resources from production and sales front-line employees to middle-level and even high-level managers. This will help retain talents. At the same time, Thai employees are responsible for the government. Contact matters will be more convenient; in addition, using Thais to manage Thais can reduce communication barriers and avoid conflicts between Chinese and Thai employees.

Emphasize the implementation of time management.

Thais don't have much time concept and efficiency. In order to improve the low work efficiency of Thai employees, it is possible to refine the work steps, clarify the content of the work, and at the same time coordinate with multi-mode supervision to control.

Implement cross-cultural training

Cross-cultural training is an effective cross-cultural management content to prevent and alleviate cultural conflicts and barriers to cross-cultural communication. Both Chinese Xiaomi and its Thai companies should strengthen cross-cultural training to minimize the occurrence of cultural conflicts among subsidiaries.

Innovation in cross-cultural management

For the Thai branch of China's Xiaomi, it is not enough to only realize that there are cultural differences between China and Thailand, and to achieve a certain degree of identity between the two cultures, is not enough to resolve the conflicts caused by cultural differences. Therefore, if we want to truly ensure the integration of the two, we must carry out cross-cultural management innovation.

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Characteristics of foreign higher education management and its enlightenment to China

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Abstract

Based on the analysis of the characteristics of higher education management in Britain, America and other countries, combined with the problems existing in China's higher education management, this paper puts forward some inspirations from foreign higher education management to China.

Keywords: Higher education management, Characteristics, enlighten

Introduction

Research Background

Higher education is a social practice between subjects and between subjects and objects, in which both the higher educationist and the educated are the subjects and the higher education resources are the objects, so as to become a complete human-oriented social practice. Economic globalization has accelerated the internationalization process of higher education, and the integration of education with the international community has become the goal pursued by China's higher education in the 21st century. To make China's higher education catch up with the international advanced countries' higher education level, we must objectively analyze the characteristics of international advanced countries' higher education management, and get useful enlightenment from it to promote the development of China's higher education.

Research Problems

The characteristics of higher education management in Britain, the United States and Singapore and its enlightenment to China.

Objective of the study

Make China's higher education catch up with the international advanced countries' higher education level.

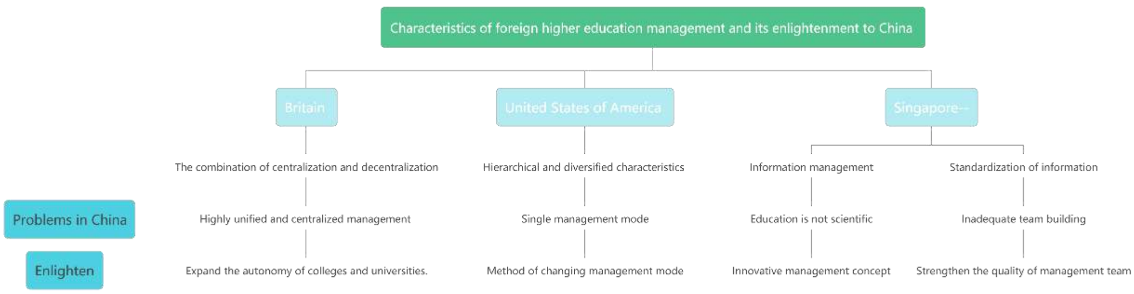
Scope of the study

Characteristics of higher education management in Britain, America and Singapore.

Research Significance

China, which is developing day by day, learns from the successes of foreign developed countries, seeks advantages and avoids disadvantages, and accelerates the pace of development.

Theoretical Framework



Literatures Review

Characteristics of foreign higher education management

Britain Management system

Britain's higher education has a long history. It has a history of seven or eight hundred years since the establishment of Oxford University and Cambridge University in the middle ages. The British education management system combining centralization and decentralization is adopted, and the Ministry of Education and Science is responsible for formulating national education standards and putting forward guiding opinions on education planning. The main responsibilities of the local education administrative authorities are: managing education and teaching in local schools, hiring teachers and staff, providing educational equipment and materials to schools, etc.

Characteristics

Firstly, university autonomy, academic freedom and government management coexist. In the Middle Ages, the British government protected universities, but did not directly control them. Therefore, universities advocated university autonomy and academic freedom. The British traditional view believed that the best education management was to fully delegate to the managed objects and handle affairs in their own way to achieve the best results. Unless there is obvious deviation, it should not be interfered. However, with the development of society, universities are becoming more and more conservative. Although British universities played a variety of important roles before the 19th century, none of them were related to technology, while those major technological inventions (such as steam engines, textile machines, trains, etc.) that made great contributions to the British industrial revolution were made by people outside universities without exception. Therefore, in order to make universities play a greater role in social and economic development, the British government began to intervene in universities. Since the Second World War, the British government has further strengthened the management of higher education, which has promoted the development of its higher education and social and economic development.

Secondly, the management of higher education is gradually becoming market-oriented. The British government introduced the organizational situation of the market in the field of higher education, and used the economic stimulus to allocate educational resources more effectively. Mainly manifested in: funding, with the continuous expansion of the scale of colleges and universities, higher education funding is becoming increasingly tight. The British government not only allocates fixed funds according to different schools, but also encourages universities to obtain funds from the outside world, such as industry, business, private, etc., so as to enhance their hematopoietic function, and stipulates that universities can obtain government grants matching the funds obtained from the outside world, and so on. In terms of enrollment, Britain believes that every citizen should receive university education if he wants to. In this way, the British government encourages universities to recruit as many students as possible. The more students are recruited, the more the total funds will be. The purpose of this is to push the university to the market. In terms of teacher appointment, the British government introduced temporary teachers and researchers, which promoted the marketization of teacher management. Many British universities have many teachers who are engaged in special teaching and research work, but these teachers are not affiliated to these universities.

The United States Management system

American higher education implements a decentralized management system among states. The federal government does not have the highest power to manage national education, but states are the main body of American education management. The administrative system of American higher education is divided into three levels: local, state and federal. The three levels of administrative institutions of higher education are interrelated and closely coordinated, and their functions and powers are clearly divided, which constitute the whole administrative system of higher education. The U.S. federal government has infiltrated the policies and intentions of the federal government into state and local colleges and universities through funding and legislation. The state government has the power to manage the university, and is responsible for the examination and approval of the establishment or change of the university, the setting of disciplines and majors, curriculum arrangement, teacher qualification certification, assessment of running conditions, issuance of graduation certificates and degree certificates, etc. American colleges and universities manage and operate independently according to law to the market under the authorization of the state government. The state government's management of universities does not hinder the basic autonomy rights of universities. Universities have greater autonomy. At the same time, because the state (mainly the state government) carries out macro-control, overall planning and budget, there will be no "chaos" phenomenon.

Characteristic

America is one of the countries with the most developed higher education in the world. First of all, American higher education has the characteristics of hierarchy and diversification. American universities are divided into research universities, universities that award master's degrees, universities that educate undergraduates and undergraduate degrees, universities with junior college and junior college degrees, colleges of specialized nature, art colleges, vocational schools, continuing education schools and so on. The sources of students in colleges and universities are diversified, and the autonomy of the university and its jurisdiction are diversified. American colleges and universities are directly under the control of the state government in management, and the policies of the state governments and the factors of politics, economy, history and geography will affect the development of universities. Secondly, American higher education management system is scientific. American colleges and universities follow rule management and case management in their daily management. Colleges and universities restrict the behavior of students and teachers by formulating strict systems, and at the same time conduct personalized education management according to the characteristics of each student. In the process of management, great attention is paid to interpersonal communication to ensure the case handling of some problems. Finally, humanistic care plays an important role in American higher education management. All kinds of management systems in American universities are strict and standardized, which is easy for students to understand and master. In particular, education and management are organically combined, and humanities and social sciences and natural sciences are organically unified. In universities, there are expert advisory groups engaged in non-academic consultation and appraisal activities. When students encounter some psychological, study and life difficulties, experts are responsible for answering these questions. In addition, there are experts in psychiatry, law, etc., who regularly comment on students' thoughts, psychology and life problems, aiming at cultivating students' sound personality.

Singapore Management system

Singapore's educational management model has experienced the transformation from decentralized system to centralized system. In the process of implementing centralized system, it has been continuously reformed and developed in the direction of giving full play to its advantages and overcoming its disadvantages, that is, centralized system and expanding the autonomy of schools are linked together, making centralized system move towards democratization, and gradually changing from relying solely on administrative leadership to relying on legal and scientific leadership. For example, in the formulation of guidelines and policies of the Ministry of Education, the emphasis on developing towards a flexible direction that can give full play to students' personal potential will strengthen the teaching of basic knowledge and enable students to enjoy higher quality education. Privatization of school management, development of independent schools and improvement of the quality of independent schools will enable schools to enjoy greater autonomy and flexibility.

Features

First, the government attaches great importance to the construction of information management. As a small Asian city, Singapore has the highest degree of informatization in the world. Singapore government has already realized that education must take the road of information development many years ago, thus establishing a brand-new information management concept. The General Blueprint for the Application of Information Technology in Education, which was fully implemented in 1996, fully reflects the strategic position of information technology education. The Ministry of Education of Singapore has invested a lot of funds for this purpose and implemented a preferential policy. Besides increasing investment in colleges and universities, the Ministry of Education also provides notebook computers for some teachers to facilitate their collection of information for teaching and management.

Second, the combination of government macro-management and independent management of colleges and universities. Singapore government has adopted the first-level education administration system, and the Ministry of Education implements unified network direct management of colleges and universities. Singapore government pays attention to helping universities to build an external information environment and encouraging universities to build an internal information system. Its entire educational network structure is divided into two levels: the Ministry of Education and schools. The Ministry of Education has its own information center, and colleges and universities have also established independent campus network information management centers. As for the internal management system of colleges and universities, the government only guides and makes use of it, instead of following an outdated leadership intervention system, which is too restrictive. The use of information technology will make the connection between schools and the outside world, within schools and between schools closer and more effective, which will greatly enhance the effectiveness of the government's management of higher education.

Third, the government standardized the management data. The Singapore government attaches great importance to the standardization of information management. The government formulates necessary standards, norms and requirements for the relevant information data in various educational information systems, including the evaluation scores, network interconnection and campus network environment, and implements standardized norms and unified management.

Research Methodology

By comparing the differences between the higher education management systems of three developed countries and those of China, and drawing out the advantages of the three countries' education systems and the shortcomings of China, the measures to optimize China's shortcomings are obtained.

Finding and Conclusion

The management system is unreasonable

The main feature of China's higher education management system is a high degree of unity and concentration, with strong characteristics of planned economy. From the perspective of social development and higher education development, there are still some situations that do not meet the requirements of the times. For example, from the intervention of government functional agencies in teaching and research activities, diploma issuance, enrollment and employment, specialty setting and professional title evaluation, many specific tasks of colleges and universities are still carried out according to mandatory indicators, regulatory indicators and special approval indicators. This situation is far from reaching the goal of "changing the government's management system over colleges and universities and expanding the autonomy of colleges and universities", and adopting a unified management model for colleges and universities with various differences. It restricts colleges and universities with different characteristics from giving full play to their own advantages and characteristics, restricts the full play of the autonomy of running a school, seriously dampens the enthusiasm of running a school, and is not conducive to training talents to meet the needs of building a well-off society in an all-round way and regional economic development.

Single management methods

The concept of education management in colleges and universities in China is relatively backward, which is manifested in the fact that in the concrete implementation process, it is used to dealing with and solving problems according to traditional experience and management methods, and some even prefer to keep some problems intact rather than boldly carry out innovation in education management, which makes education management stay at the level of "management", paying no attention to serving faculty and students, giving full play to the wisdom and functions of various organizations such as university trade unions and teachers' congresses, and the degree of democratization is not high enough.

Lack of scientific education management

Some colleges and universities blindly pursue economies of scale and neglect the improvement of quality; Build tall buildings and expand the area; Blind expansion of enrollment without considering the actual situation of teachers; Even if the major is not adjusted timely according to the market demand for talents, the actual situation and dilemma of difficult employment distribution for students are brought by continuing to walk along the old road. If this goes on, higher education will lack the strength of international competition and fall into the deadlock of development.

The construction of education management team is insufficient.

The lack of optimal allocation of educational management team in colleges and universities, and the lack of emphasis on strengthening the construction of educational management team in colleges and universities, and some colleges and universities regard educational management posts as "idle people" positions, make the educational management in colleges and universities lack a strong educational management team, the quality of educational management personnel is not particularly high, and the application of modern technology, especially computer technology, is insufficient, which affects the improvement of the efficiency and quality of educational management in colleges and universities.

Recommendation

Improve the management system of higher education, expand the autonomy of colleges and universities.

In the process of higher education management, to clarify the functions of governments at all levels, the government must simplify administration, and there is absolutely no need to "shoulder all the problems by itself", with less governance and more services, so as to expand the autonomy of schools. Decentralize as much management power as possible to colleges and universities, and promote the enthusiasm and initiative of colleges and universities. The government mainly uses legislation, planning, funding, evaluation, supervision and necessary administrative means to regulate the scale, speed, quality and benefit of higher education development. In practice, we should explore the best combination of government regulation and market mechanism, fully mobilize the initiative and enthusiasm of institutions of higher learning for institutional innovation, and make institutions of higher learning truly become legal entities that face the society and run schools independently. Self-management of colleges and universities does not mean laissez-faire. It must operate under the macro-control of the government, which is also the basic law of the development of colleges and universities.

Change the management methods and methods, and improve the information management means of higher education.

The management of higher education should gradually move from centralized management to democratic management, instead of focusing only on the leading role of managers, and the faculty and staff of colleges and universities, as the managed ones, cannot always be in a passive position of obeying orders and management. In practice, various ways, means and measures should be adopted, including the basic organizational forms of democratic management such as teachers' congresses and trade unions, so as to give full play to their role in education management, and make university education management more in line with the aspirations and interests of university faculty and staff, thus promoting the smooth implementation of relevant policies and measures of university education management and the realization of education management objectives. At the same time, we must pay attention to people's emotional factors, so that faculty and staff can truly feel that their status and role as masters have been implemented and brought into play.

With the rapid development of information technology and Internet, management efficiency has been greatly improved. Great changes have also taken place in the management means of higher education. Singapore's information management model of higher education has provided us with useful enlightenment. Chinese universities are divided into local colleges and universities affiliated to the Ministry of Education. Therefore, the education departments of central and local governments at all levels should pay attention to helping schools build a good external information environment and encourage universities to build a good internal information system. The introduction of computer network technology into college education management and the establishment of college education management information system enable colleges and universities to issue policies and regulations on education management in time, and the managed objects can communicate with colleges and universities in time, and express their views on current college education management policies and suggestions on college education management, so as to strengthen exchanges and communication between the two sides of education management, facilitate college education management and improve the efficiency and level of college education management.

Innovative management concepts to achieve scientific education management

People-oriented management philosophy

Higher education is a career that belongs to everyone, and it is responsible for improving the quality of the whole nation and mankind. Therefore, higher education management is people-oriented. First of all, we should affirm and highlight the subjective position and value role of "educators" in higher education management. Education is a social person in the final analysis, and "people-oriented" requires everyone to think and act from the perspective of "people". The management of higher education is "people-oriented", which requires everyone to share the resources of higher education, participate in the development process, benefit everyone from the results of higher education and aspire to the development prospect. Only in this way can we cultivate harmonious people, and then it is possible to achieve natural harmony and social harmony.

Socialization concept of higher education management

Education belongs to the public domain, which is essentially a social non-profit undertaking, and it is related to social public interests. Problems in the field of education need public supervision and questioning. Especially in the form that China's higher education has begun to enter the stage of popular development and the scale of higher education is constantly expanding, higher education management activities are no longer just the actions of the government and universities, but should face the society and involve social forces. For example, establishing a board system, organizing celebrities from all walks of life who are keen on education to participate in the school's decision-making, providing advice for school management activities and raising funds for school running, etc. Higher education intermediary organizations can also be set up to supervise and evaluate undergraduate teaching in colleges and universities. In addition, we can also use the Internet to set up public forums to discuss various topics of higher education and promote the steady development of higher education.

Marketization idea of higher education management

Introducing the concept of market-oriented management into higher education makes higher education have the characteristics of competition, choice and money stimulation. The marketization of higher education in the United States, Britain and other countries is particularly prominent, which has great enlightenment to China's higher education management. On the premise of grasping the formation and operation of the market and paying attention to the development and perfection of the higher education market, some competitive mechanisms can be introduced into the management of colleges and universities in China, such as teacher appointment system, talent flow system, logistics socialization, etc., so that colleges and universities can maintain their due vitality, better adapt to and meet the needs of society, and form a relatively mature and open higher education market. In addition, there is a keen sense of competition in the pursuit of scientific research projects, specialty setting and curriculum setting. For some courses with low students' elective rate, they should be corrected in time and eliminated when necessary. Some majors whose employment prospects are not optimistic should be actively adjusted to meet the needs of the employment market, so as to better solve the employment problem of college students.

Strengthen the quality of management team, and constantly improve the level of education administrators.

First of all, according to the requirements of the times, the educational administrators of colleges and universities in China should adapt to the needs of the development of colleges and universities, update their management concepts, update their knowledge and increase their talents, so as to become the higher education administrators needed in the new era. Secondly, colleges and universities need to strengthen the construction of education management team. On the one hand, when introducing talents, we should not only consider whether we have the basic knowledge of education management in colleges and universities, but also consider whether we can master and use computer technology skillfully, and on this basis, we can drive the continuous improvement of the overall quality of education management team in colleges and universities. This can also make the education management of colleges and universities better adapt to the challenges of higher education under the situation of computer development. On the other hand, colleges and universities should pay attention to cultivating and improving the management ability and quality of the existing educational management personnel, train the personnel engaged in educational management posts in a targeted manner, continuously improve their comprehensive quality, and update and broaden their knowledge and skills fields.

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Enterprise legal cost management

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Abstract

As the subject of law, enterprises operate in a specific legal environment, enjoy rights and bear legal responsibilities. The law has veto power over the establishment of strategic objectives and decision-making choices of enterprises. Enterprises need legal services, while paying fees, legal costs have become a real problem.

The demand of corporate law depends on professional services, and it is often difficult for enterprises to choose between high service fees and unknown effects. The professional level and responsibility of the provider determine the effect of legal service. Needless to say, different businesses have different legal needs. It is difficult for the provider to understand the enterprise in a short time. It is also difficult for the enterprise to understand what the provider needs to know. Communicating with each other requires a lot of time and cost, and it is still difficult to ensure the unity of goals.

Enterprises employ lawyers as legal advisers to save costs and meet the legal needs of the enterprise, but any legal adviser has limitations. The huge and complex legal environment and the special needs of enterprises, the ability of legal advisers is obviously inadequate. Large enterprises set up a special legal department, the collection of many lawyers, to make up for the lack of personal knowledge and level limitations. But the legal department still lacks the capacity to deal with all aspects of the enterprise's legal problems. Although the legal personnel have been immersed in the enterprise for a long time and have a deep understanding and understanding of the laws involved in the enterprise, the opinions of the managers and decision makers of the enterprise will still bring influence and confusion, the lack of independence of the legal personnel, legal risks will occur, and the effect of legal costs will go up in smoke. How to obtain professional legal services efficiently and cheaply has become a problem facing every enterprise.

This paper starts with the legal demand management of enterprises, providing enterprises with an efficient and cheap legal service framework structure, obtaining the best solution for the management of legal costs, and reducing the cost of legal services to the maximum extent.

Key words: Enterprise needs, Legal costs, management,

Introduction

Research Background

"The legal costs of enterprises are reflected in the social relations between people, and the contents and methods of legal activities are very uncertain." Legal cost expenditure has three attributes: "(1)non-productive. (2) Uncertainty. (3) Hard to measure." "The legal cost of an enterprise consists of: (1) legal opportunity cost (2) legal marginal cost (3) legal illegality cost (4) legal execution cost". "The reason for the high legal cost of enterprises is (1) the legal talent resources have not been fully paid attention to and utilized (2) the enterprise legal institutions are not perfect (3) the existing laws and regulations of the standard resources have not been fully utilized." "The legal adviser is a senior compound talent, practitioners should be familiar with the legal professional knowledge, but also to master the knowledge of enterprise management." "Some legal advisers, due to their own quality, lead to the enterprise and legal decision-making errors and produce huge losses." According to the theory of legal efficiency, legal efficiency consists of "political efficiency, economic efficiency and social efficiency" or "economic efficiency, time efficiency and social efficiency". "For the same rule of law, the jurist is defending justice and the economist is defending efficiency. ... But in the vast majority of cases, economic and legal approaches often lead to the same end." Therefore, "it has become an obstacle for enterprises to control legal risks and reduce legal costs."

In this paper, legal costs are considered as pure expenses, which is a quantitative view, that is, all people and enterprises can master and use law proficiently, regardless of the cost increase or legal benefit reduction caused by management differences. And this understanding does not reflect the legal benefits of the return of legal costs, for enterprise managers, highly misleading.

Research Problems

1.Research perspective. This paper focuses on the enterprise in the process of production and management, due to the legal cost and expenditure management mistakes, unnecessary loss or poor effect.

2.Application of theory. In this paper, the use of legal and commercial management and legal economics research theory, through the combination of legal and commercial and formula cross, reveal the unnecessary legal costs of enterprises or save legal costs resulting in legal benefits of the situation, put forward a solution.

3.Redefine the legal costs of enterprises. In this paper, the enterprise legal cost is the sum of the expenditure and loss for legal risk prevention, obtaining legal interests, assuming legal responsibility, legal errors and legal disputes under a specific legal environment.

Objective of the study

The research purpose of this paper is based on the management of legal costs and expenses of enterprises, mainly hoping to provide enterprises with a comprehensive understanding of the function and efficiency of legal costs and expenses from a macro perspective through the research results. Microscopically, it provides a frame-type demand structure for enterprises to solve the problems of poor management effect of internal legal costs and expenditures.

Scope of the study

The scope of this paper is mainly enterprise legal cost management. On the one hand, the globalization of trade and individual legal environment of enterprise survival environment, seeking more suitable for the survival and development of enterprise legal environment. On the other hand, enterprises in a separate legal environment, effective management of legal costs and expenditures, to provide accurate legal services basic optimization framework.

Research Significance

Based on the research of "legal cost" and "legal interest", this paper corrects the viewpoint that legal cost expenditure is pure consumption behavior, discusses legal cost input and legal benefit output, and provides theoretical support. The legal cost and legal benefit of enterprises are quantified by economic formula, which provides data support for the value measurement of enterprise legal cost management. According to the purpose of legal cost expenditure and the combination of enterprise demand, put forward the implementation framework of reducing enterprise legal cost expenditure, greatly improve the cost performance of enterprise legal cost expenditure. Finally, simplify the legal cost and expenditure management structure, and solve the above problems.

Case of Oriental Group

Located in Country A, Dongfang Group is mainly engaged in manufacturing civil passenger aircraft. It produces 500 large civil passenger aircraft every year at an average price of 500 million yuan per aircraft. Each aircraft has a service life of 30 years and carries an average of 230 passengers. The products are sold to more than 70 countries and regions in the world, with an annual output value of 250 billion yuan, a pre-tax profit of 50 billion yuan, and annual tax payment of 25 billion yuan. There are 52 branches in Country A, which are responsible for purchasing raw materials, making accessories, assembling and selling finished products. The main raw materials purchased are iron ore, purchased in Country B, and the main products sold in country A and country C. In 2012, in order to limit the industrial development of Country A, country B relied on its iron ore monopoly and raised the iron ore price by 5%. In addition, the export tariff of iron ore in country

B increased from 5% to 7%, and the import price of iron ore increased by 7%. In the same year, the price per aircraft fell by 6 percent due to fierce competition in the civil aviation market. Wages in country A rose by 2%. Profits at Oriental Group fell 15 per cent and the company was operating inefficiently. In addition, in order to reduce noise and emission, all the selling countries of Oriental Group have entered into the enactment of laws to improve engine standards, which is expected to be implemented in the third year. The cost of each engine upgrade of Dongfang Group is about 10 million yuan, among which, due to the change of engine and blade, the landing gear design needs to be reformed, accounting for 70% of the total cost, about 7 million yuan per engine. This is because the engine modification could cause the landing gear of the aircraft to not match the blades of the new aircraft, which could cause mechanical failure and cause an accident.

In order to solve the company's dilemma, Dongfang Group invited legal experts familiar with management and economics from A, B, C, D and E to hold A meeting to discuss countermeasures. During the meeting, the experts expressed constructive opinions one after another. In view of the problems, the Eastern Group concluded the following:

1. According to JOHN, A legal consultant expert from Country A, believes that Dongfang Group has A legal consultant department and employs 1 senior legal talent with an annual salary of 3.5 million yuan and 10 middle-level legal talents with an annual salary of 1 million yuan. The group's total annual expenditure for legal services is 13.5 million yuan. There are 52 branch companies, and each subsidiary company has 3 middle-level legal talents, a total of 156 people, with an annual salary of 1 million yuan per person and an annual expenditure of 156 million yuan for legal counsel. Legal consulting fees are paid a total of 169.5 million yuan per year. For example, the structure of legal counsel of Dongfang Group is changed to: 10 senior legal talents of the Group are responsible for the legal affairs of the Group and subsidiaries, with an annual salary of 3.5 million yuan per person; 5 junior legal staff, responsible for the implementation of legal affairs; An annual salary of 500,000 yuan per person; The group company has to pay 37.5 million yuan for legal counsel. Each branch hires 2 junior legal talents, with an annual salary of 500,000 yuan for each, and a total legal consulting fee of 52 million yuan for each branch. The accumulated legal consulting fee is 89.5 million yuan, and the estimated cost savings is 80 million yuan.

2. The law of the state in which the C standard expert JENNY thought, Oriental group's existing deficiency in the internal regulations and standards, the main problem is: group internal rules and standards for the design personnel, in order to ensure that the east group away from the legal risks, internal rules and standards, higher than the current laws, regulations and the requirements of the law and other normative documents, the average ratio of 5%. According to this calculation, the legitimate business scope of Oriental Group is reduced by 9.75%. The current regulations and standards of the company are inadequate in the use of laws, regulations, decrees, standards and other normative documents, resulting in a sharp decline in the competitiveness of The Oriental Group by 9.75%. Suggest hire legal expert to give adjustment. Although the

adjustment will cost 100 million yuan to pay for experts, the new compliance system will require legal personnel who will only monitor whether employees break the rules, rather than challenge the compliance system. This kind of executive level work, junior legal personnel can be competent. Senior legal personnel of the group are responsible for defining the legal red line and completing the internal regulation system of the group, just like demarcating the accurate boundary of the golf course; Junior law officers are responsible for ensuring that employees do not overstep their boundaries, like boundary referees in football.

3.Tax law experts in COUNTRY B believe that the increase in iron ore prices in Country B is only for Country A, but in order to increase the sales of iron ore in Country B, the country has launched A series of preferential measures, including the annual loan interest rate lowered by 2%, and now the annual loan interest rate is 1.5%. According to the current annual loan interest rate of 4% in Country A, the loan cost will decrease by 2.5%. The total amount of loans for the purchase of iron ore is 100 billion yuan per year, saving 2.5 billion yuan in loan interest every year. In addition, for the export and import of iron ingot, the export tariff of COUNTRY B against Country A is higher than that of existing iron ore, but for rough-processed iron products, such as well covers, etc. The export tariff of country B is 1%, and the import tariff of rough-processed iron products and iron ore of country A is the same, which are in line with the full tax rebate policy. The total amount of actual import and export tax of Oriental Group is expected to reach 1%, and the overall tax revenue will decrease by 6%, saving 6 billion yuan. Oriental now buys 8.7% iron ore, which is reduced in weight and volume by 90% when made into rough iron products. The cost of transporting iron ore was about 200 million yuan last year, and the reduced cost can save 90 percent, or about 180 million yuan. If the group sets up an export enterprise of rough-processed iron products in country B, it will need to pay about 1.1 billion yuan. Dongfang's overseas factories pay for themselves in two months after they start production. Although the labor cost in country B is slightly higher than that in Country A, Dongfang Group imports rough-processed iron products and sells them to domestic enterprises with obvious advantages in price and is expected to make profits. The specific amount has not been calculated yet.

4.Experts believe that this year's decline in the sale price of civil passenger aircraft is due to fierce competition in the market. The annual production capacity of Oriental's three rival groups, American Airlines And Anac, is the highest at 1,600 aircraft, of which 500 by Oriental, 700 by American Airlines and 400 by AnAC, accounting for 95% of the global demand for civil passenger aircraft. Production in all three groups peaked this year, and if all three groups cut production by 10%, market selling prices are expected to rise by 9%. According to the existing capacity of Dongfang Group, the monopoly profit can be 45×500 million×9%= 20.25 billion yuan.

At the same time, it is noted that F country is A developing country, and the reduction of corporate income tax for investment enterprises can save 25 billion yuan of tax every year according to the tax of A country. At the same time, the labor cost of F country is relatively low, but the training expenses of skilled workers are relatively high, by contrast, the labor cost is basically flat. The legal system of F country is relatively lacking, and the anti-monopoly system is still in the stage of discussion. According to the previous legal system of F country, it will take at least five years to legislate. The three groups set up sales companies in F, and each company only needs to invest 100 million yuan. The construction period of sales companies is very short and can be ignored. Dongfang Group can save taxes and obtain monopoly profits of 45.25 billion yuan every year. It is suggested that Oriental Group, together with American Airlines Group and Anfei Group, set up a sales company in F country to reduce production.

5. Civil law experts in COUNTRY D believe that the improvement of the standard in the country of sale leads to the technical transformation of civil passenger aircraft engines around the world, and Oriental Group therefore leads to the technical innovation of landing gear. The technical transformation of landing gear of Oriental Group is the biggest cost in this technological innovation, accounting for 70% of the total cost. In fact, countries for aircraft engine standards at the same time, but did not require landing gear technical transformation. According to the information provided by the technical department of Oriental Group, the landing gear transformation is entirely due to the possible technical defects in the matching between the fan blades and the landing gear after the engine replacement. Even if such technical defects exist and occur, the number of mechanical accidents due to defects is not higher than 1:100,000. Assuming that the technical defect leads to an air crash, the compensation for each passenger killed in an air crash should not exceed 2 million yuan, according to the international uniform average compensation standard for air accidents. According to the calculation that Oriental Group will produce 450 aircraft every year in the future, with 230 passengers for each aircraft and a service life of 30 years, the cost of technical transformation is far higher than the compensation for death, namely: (450 aircraft ×30 years)×230 people×30 years×2 million÷10000×0.1-450 aircraft×30 years×7 million = 1.863 million -9.45 million = -92,637 million. It can be seen that the technical transformation of landing gear can not be implemented, so that 92.637 billion yuan can be saved in the next 30 years, with an average annual savings of more than 3 billion yuan. In addition, due to saving the time of landing gear technical transformation, Oriental Group is expected to launch the modified aircraft by the end of the year, providing conditions for occupying the market opportunities.

6. Anti-fraud experts in Country E believe that the income and consumption level of Country A, where China Eastern Group is located, and the country where AAC Group is located are basically the same, and the quality and types of aircraft produced are basically the same. In terms of production cost, the production cost of each aircraft of Dongfang Group is about 3.5 million yuan higher than other aircraft manufacturers, which is about 1.75 billion yuan per year. This figure is highly unusual because it takes into account differences in taxes, wages and so on. Therefore, the eastern group internal staff is likely to commit fraud. Long-standing employee fraud has done far more damage to companies than is known. If the company conducts internal anti-fraud review and deals with the problematic employees according to law and regulations, part of the loss can be

recovered. The usual deterrent of anti-fraud reviews does not wane for five years. This action can not only restore partial loss, and can stop long-term loss. The cost of each anti-fraud audit is about 150 million yuan. It is recommended that the company conduct anti-fraud audit regularly every five years to ensure the long-term stable and healthy development of the company. In addition, some employees may constitute a crime, the abuses against fraud in the review process, to master the company's core technology, secret data, human resources, sales channels, and other important information staff, handoff in advance, avoid because employees be shall be investigated for criminal responsibility in the process, bring unnecessary obstacles to group management.

Literature review

The literatures cited in this paper are all theories of law, business management and law and economics. From the theoretical perspective of the literatures, some scholars tend to have more academic backgrounds in management and economics, and are not professional in the understanding and function of law, sometimes even extreme. There are mainly the following aspects:

I. Whether the legal cost of the enterprise is "pure circulation cost"

Marx identified enterprise legal costs as "resources consumed purely for exchange needs without creating value". It is defined as "pure circulation cost" or "unproductive cost". This paper thinks that his understanding is one-sided. Marx's expenditure of enterprise legal costs actually means that law only plays a role in protecting transaction security for enterprises. Although this role is one of the legal functions, it is not comprehensive, at least in the modern enterprise management has not been defined and expressed accurately. "Production costs refer to the production costs incurred by a production unit in producing products or providing services, including direct expenditures and manufacturing costs". This definition of production cost is more consistent with the connotation of modern management system. This paper considers that production costs include:

1. The human and financial resources needed to set up enterprises or gather labor force to produce products;
2. Consideration for purchasing raw materials;
3. Purchase machinery and equipment, labor force, and pay for housing, land, water and electricity;
4. Technology development expense and technology purchase expense;
5. The product to reach the marketable commodity technical indicators and production supervision.

It can be said that all the above production costs can be realized or legally realized, are inseparable from the provisions of the law, whether it is to sign a contract or understand the requirements for enterprise establishment, equipment noise or emission standards, minimum standards for labor purchase, product production standards, plant site safety standards and so on. Such direct expenditures, a prerequisite for the production of products, shall be included in the cost of production. This kind of legal cost has no different connotation from the service of providing technology for production or directly purchasing production technology. Therefore, enterprise legal cost expenditure, should be diluted in enterprise products, as production cost expenditure.

II. Whether the legal costs of the enterprise are pure expenses;

The legal cost of enterprises is to ensure the realization of transactions. Some scholars think that the legal cost of enterprises is to reduce transaction costs, and some scholars think that it is pure logistics costs. The above view is too one-sided. This kind of one-sided performance is in, simply regard the product as the combination of some raw materials, at most add the cost paid by the loss of processing machinery and equipment or labor added value. But it has never been considered that legal services are an unavoidable expense in any of the above, just as raw materials, machinery, plant and space must be paid for. It must be acknowledged that there are two basic differences between legal costs and raw material costs: 1. Legal costs are diluted on products. Due to legal changes, the duration of legal service results determines the amount of diluted costs; 2. Due to the implementation stage of a certain legal effect, the amount of product output determines the amount of legal cost allocation per unit product.

In terms of pure logistics cost, the delivery cost of raw materials and machinery equipment should already include logistics cost, no matter whether the payment is paid by the buyer or the seller. Even in the purchase process, the signing of purchase and sales contracts, after-sales service contracts, logistics and storage contracts, installation and commissioning contracts and other legal service costs paid, must be included in the cost. Enterprises in the production of products, additional labor, need to pay wages and other costs, signed contracts for this, also need to pay the cost of legal services. Managers shall, in the course of managing the enterprise, formulate rules and regulations and implement supervision and enforcement systems; Enterprises in the product qualified declaration; It can be said that corporate legal costs are reflected in every link of product production, indispensable.

The benefit efficiency of enterprise legal cost expenditure, like the utilization rate of production equipment or labor efficiency, is an essential expenditure item of enterprise. Enterprises lack of legal costs, order and standards will appear chaos, other efficiency improvements become empty talk. Therefore, it is very wrong to simply regard legal cost expenditure as "non-productive expenditure".

III. The enterprise's legal environment and legal costs;

Whether the enterprise legal environment can become the enterprise resources has been confirmed in the above cases. The legal environment in which an enterprise locates provides different survival and development conditions for its production, sales, transportation, transaction and standards. Legal environment is suitable for the survival and development of enterprises, enterprises develop rapidly, and can be long-term stability. In contrast, companies are struggling, or even going bankrupt.

When enterprises are looking for legal environment, they cannot avoid the expenditure of legal costs. Even, the enterprise in this case will find a suitable legal environment for the development of every link of product production, which requires greater legal costs. Although this kind of legal cost is high, it solves the fundamental problem of enterprise survival and development. The new legal environment can not only enable enterprises to continue to survive and develop, but also enable enterprises to obtain more resources and profits.
Another function of enterprise legal environment is to predict the future industrial planning of a country. Every country according to its own development needs, before formulating industrial planning, will first make some attempts. After a successful attempt, the country will issue relatively stable normative documents, including laws, regulations and decrees. The legal system of each country affirms the development of the industry, and then it is fixed in the way of law. There is no doubt that the long-term and stable development of the industry is determined by the stability of law.

IV. The uncertainty and unquantifiable nature of the enterprise's legal costs;

Enterprise legal cost management is actually the cost management of enterprise legal cost in product dilution. Enterprises' production capacity and legal change cycle determine the amount of legal costs. Regard enterprise legal cost uncertainty and non-quantifiable, is clearly wrong, like a device can produce how many products, regardless of the equipment of advanced level and the change in the use fixed number of year, the market demand for products, complete with quantitative method, to determine that a law cost and non-quantifiable have uncertainty. Enterprises or scholars with such understanding are usually not clear about the legal needs of enterprises at a certain stage, nor do they investigate the price of legal services in the legal market. What is reflected is that enterprises do not pay attention to the importance of law in the survival and development of enterprises. Enterprise managers empirically believe that when they encounter legal problems, they will consider solutions or turn to legal professionals. Finally, they will blame the ambiguity of legal costs on the uncertainty and unquantifiable costs. Obviously, this is not a problem of legal costs, but enterprise management, to solve this problem, is the urgent need of enterprises.

Research Methodology

1.Research methods combining classification and quantification. Including literature collection and screening, literature identification and sorting, literature analysis and research. Based on first-hand archives of legal work, combined with domestic and foreign academic research on enterprise legal cost management, summarize relevant research results and other necessary theoretical foundation work before writing this paper has been steadily promoted.

2.Interdisciplinary analysis. Using the theory and method of law, management and economics, starting from the management of enterprise legal cost, subdivide the negligence and error in the management of enterprise legal cost, and provide more perspectives and deeper analysis and interpretation for enterprises to reduce legal cost and increase legal benefit income.

3.Case study method. In this paper, the legal cost is too high in the process of enterprise management and the legal benefits of enterprises as the object of investigation, the study of enterprise legal cost management and legal income management, through the analysis of actual cases, to provide the basis for the conclusion.

4.Comparative study. In this paper, by comparing the enterprise legal cost expenditure and legal benefit income as the object of comparison, the study of legal income and legal cost expenditure benefits under legal and illegal circumstances, through comparison and analysis, to provide a basis for suggestions.

Conclusions and Recommendations

In the process of global trade integration, enterprises of various countries treat production costs and legal expenses as two independent and unrelated costs separately, which is a certain aspect of a problem. First of all, do not recognize the legal costs of expenditure, to bring efficiency and benefits to enterprises, is solidified to look at simple production. It is as ridiculous as buying raw materials to complete all the production process and meet the needs of personal life. This erroneous view is based on the fact that products are not commoditized or commodities are not marketed. Secondly, the lack of understanding of an industry, the conclusion that its expenditure is uncertain and unquantifiable, is theoretical hollowness. It is the lack of the plan, not the problem of the legal cost, that the legal service demand is not determined through the strategic objectives and plans of the enterprise, and then the legal cost is formulated in advance according to the legal service market. Thirdly, the decision-making thinking of enterprise leaders or the legal problems that need to be solved after an emergency are mistaken for legal affairs unrelated to production and operation, and the simple separation of legal services from the production and operation needs of enterprises looks more like the absurd logic that workers do not need water and food in production. Finally, corporate legal personnel still cannot get rid of the limitations of legal knowledge. Completely relying on a legal professional to provide all aspects of corporate legal needs is ignorance of a discipline. Even in a certain field of a certain discipline, experts inevitably because of their own understanding and habits, some deviations and mistakes.

This paper argues that the management of legal costs should pay attention to:

1.Enterprises in the formulation of strategic goals and annual plans, should take legal costs as production costs management;

2.The enterprise shall pay the legal cost for accurately proposing its own legal requirements;

3.The enterprise needs legal services, should be accurate rather than cheap, accurate legal needs, can give enterprises in the efficiency and benefit of great help.

4.Enterprise legal demand management should not be limited to a certain country or region. A broader choice of legal environment can provide better development space for enterprises, and enterprises should choose in the global legal environment and pay legal costs.

5.Enterprise internal legal cost management, excluding limited to system construction, contract signing and other general legal affairs, should be extended to the enterprise anti-fraud review, legal forecast industry development and other fields.

To sum up, enterprise legal cost expenditure management, enterprise managers need to clear their own legal needs; Have a deep understanding of the role and effect of legal cost expenditure; Understanding of the selection and collocation of legal professionals. Finally, the legal requirements and legal costs of enterprises can be effectively managed.

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Brand management and sustainable development in electronic vehicles industry

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Abstract

The development of the automobile industry has revolutionized the way of life of human beings and improved their standard of living. However, most traditional cars use petroleum as the power source. With the shortage of energy and environmental pollution, the demand for new energy vehicles has increased. With the continuous development of automobile and car battery technology, the electric vehicle industry is developing rapidly. The electric vehicle industry has become one of the most important industries in the world. The development of electric vehicles has become a globally recognized consensus. With the strong support of governments, the new energy vehicle industry is booming.

Electric vehicles are slowly taking over the entire automotive market. It is inevitable that electric vehicles will become mainstream in the future new energy vehicle industry. Because of its energy-saving features, people are more inclined to use electric cars. If there is a demand, there will be a market. The market for electric vehicles is a global one, and since 2018, almost all traditional car companies have started to invest in the production and research and development of new energy vehicles, including the representative Mercedes-Benz, Audi and BMW. The competition among electric vehicle brands has also become more and more intense.

Keywords: Brand and brand management, sustainable, electric vehicle.

Introduction

Research Background

Since the 21st century, the international automobile industry has achieved rapid development. Especially in recent years, with the continuous improvement of international residents' living standards, cars have become an important means of transportation for convenient travel, and more and more families choose to buy private cars. It has also led to a rapid increase in the market share of the auto industry worldwide (Gyaneshwar & Nagendra, 2016). According to the relevant statistics of the Industrial Information Network, the production and sales of automobiles in China alone exceeded 40 million units in 2019, breaking the world record again. Its production and sales growth rate also increased significantly compared to 2018. However, with the rapid development of the international automotive industry, the environmental pollution problems and energy crisis caused by conventional cars are increasingly testing the further sustainable development of the international automotive industry (Fredriksson, Roth, Tagliapietra & Veugelers, 2018).

Sustainable development has been a topic of common global concern since the beginning of the new century.In recent years, large-scale sustainable development has attracted more and more public attention. As one of the most important industries in the world, the automobile industry needs to implement a green and sustainable management system to adapt to the current development trends (Jiang, Hu, Yen & Tsao, 2018).

With the environmental pollution problem and energy crisis becoming more and more serious. The development of new energy vehicles, especially electric vehicles, has become a matter of great concern to the international community (Qiao, Zhao, Hao & Liu, 2019).

At the same time, for brand management, the world of brand management has also changed greatly in recent years. Brand practice is more oriented towards digital and new business models. There is no doubt that this brings new problems and challenges to brand management in the new era (Baumgarth, Boltz, Schmidt, & Roper, 2020).

Research Problems

Electric vehicles are slowly taking over the entire automotive market. It is inevitable that electric vehicles will become mainstream in the future new energy vehicle industry (Jensen & Mabit, 2017). Because of its energy-saving features, people are more inclined to use electric cars. If there is a demand, there will be a market. The market for electric vehicles is a global one, and since 2018, almost all traditional car companies have started to invest in the production and research and development of new energy vehicles, including the representative Mercedes-Benz, Audi and BMW (Sun, Li, Wang, & Li, C., 2019). The competition among electric vehicle brands has also become more and more intense.

When it comes to branding, there is no doubt that brand management is very important. Especially in the fierce market competition, only the formation of their own brand culture can occupy a place in the vast market (Balmer, Powell, Kernstock & Brexendorf, 2017). Why did Mercedes-Benz's electric cars sell so well? Even if Mercedes-Benz is not the first company to produce electric cars. That is because the brand of Mercedes-Benz has been recognized by people all over the world. The popularity of the brand is to some extent proportional to the sales of the product. Brands could generate positive perceptions and improve the firm's competitive advantage (Iglesias & Ind, 2020).

What electric vehicle companies should do in order to do a good job of brand management and promote the long-term sustainable development of the enterprise is a question that needs to be studied.

Objective of the Study

Automobile is the product of the industrial revolution and the pillar industry of many countries. Over the past more than 100 years, the development of the automobile industry has changed the human way of life and improved people's living standards. However, most of the traditional cars take fuel as energy. Under the current situation of energy shortage and environmental pollution, the call for new energy vehicles is more and higher. The development of electric vehicles has become a global consensus, and the electric vehicle industry is booming with the strong support of governments of various countries.

Scope of the Study

At present, scholars have focused their research on the electric vehicle industry on specialized technological innovations such as infrastructure construction, corporate R&D (Research and Development), corporate operating models, and national policy deployment. Studies on brand management of electric vehicle enterprises are still rare, and some of them only focus on the marketing strategies of electric vehicle enterprises or consumers' willingness to buy cars. By searching relevant keywords on the Internet and other sources, there are few systematic studies on the brand management of electric vehicles. Based on this, this paper innovatively selects the brand management and sustainable development of electric vehicles from the perspective of research.

Research Significance

The electric vehicle industry is growing rapidly as an emerging industry. To some extent it has accelerated the development of the whole world economy. When referring to the development strategies of electric vehicle companies, brand management cannot be ignored. The purpose of this paper is to explore the brand management strategy of electric vehicle companies. This is of great significance to promote the brand sustainability development of new electric vehicle companies.

Literatures Review

Brand and brand management

What is a "brand."? The question may seem simple, but few people can give the perfect answer. This article thinks: a brand is "a symbol or a name". It allows consumers to think of a product when they need to buy. Or When you see a brand, you can think of its product. But most important is consumers will eventually choose to buy the product. For example, if I want a "fried chicken," I immediately think of KFC or McDonald's, which their product tastes I prefer; or, see "yellow M" I know it's "McDonald's rather than KFC. "This is the brand (Iglesias & Ind, 2020).

Brand management is centered on the core competitiveness of the brand. Through brand innovation, brand promotion, brand management and other means to increase the brand awareness and to achieve the preservation and appreciation of brand value (Veloutsou & Delgado-Ballester, 2018).

Enterprise managers need to understand the core principles of brand management: (1) the brand is an asset, the more famous the brand, the easier the product to sell; (2) the brand needs professional packaging; (3) the brand to show correctly; (4) the brand to maintain consistency and focus; (5) the brand needs to be patient management. Only after mastering these principles, we can build the attention to the brand from the heart. Only by paying attention to the brand can managers drive enterprises to attach importance to the brand (Lin & Siu, 2020).

Sustainable

In theory, sustainable development is a development based on the premise of not damaging the future and future generations. With the growing population and the rapid development of science and technology. Some non-renewable resources such as oil and coal are being rapidly consumed by modern society. The traditional auto industry is consuming oil far faster than we think. According to the experts' statistics and analysis, if humans continue to exploit the oil resources at the current rate, then we will consume all the oil resources on earth by 2050.This is a very terrible fact (Elavarasan, 2019).

Sustainable development is the development that not only meets the needs of contemporary people, but also does not pose harm to the living environment of future generations (Klarin, 2018). Population and economy are two of the most important factors, and the sustainable development of population and national economy is the basis of all sustainable development (Klarin, 2018).

Sustainable development includes the harmonious and unity of sustainable economy, sustainable ecology and sustainable society (Silvestre & TiRca, 2019). That means, human beings pursue not only economic efficiency, but also ecological harmony and social fairness in their development, and finally achieve all round development. Therefore, sustainable development is a comprehensive strategy on human social and economic development, which includes: (1) Sustainable economic development. (2) Sustainable ecological development. (3) Sustainable social development (Klarin, 2018).

Sustainable development is a new approach to human existence that involves not only environmental life, with its focus on resource use and environmental protection, but also economic and social life, which are the sources of development. Sustainable development does not negate economic growth, especially in developing countries, which is, after all, the driving force behind economic development, the increasing material wealth of societies, and the improvement of human culture and skills, thus expanding the range of options for individuals and societies. But the ways and purposes of achieving economic growth need to be re-examined (Orekhova & Zavialova, 2021).

Electric vehicle

A pure electric vehicle is one that uses a battery as the power source for the vehicle and on-board power as the motive force. It uses the battery as the storage energy source and the electric motor as the driving device of the vehicle, which provides power to the motor through the battery and drives the rotation of the motor, thus facilitating the movement of the vehicle (Sanguesa, 2021). It meets the requirements of road traffic and safety laws and regulations. The difference between electric vehicles and ordinary cars mainly lies in the power supply and drive system. Compared with traditional cars, the electric motor of pure electric vehicles replaces the engine of traditional cars, and the fuel tank of traditional cars is replaced by a large-capacity battery (Hirst, 2021).

Electric vehicles do not produce exhaust gas and exhaust pollution, which is very beneficial to environmental protection and air cleanliness, and is almost "zero pollution" (Habib, Khan, Abbas, Sang, Shahid & Tang, 2018). As we all know, CO, HC, NOX, particulates, odor and other pollutants in the exhaust gas of internal combustion engine will become acid rain, acid fog and photochemical smog. Electric cars do not produce noise like internal combustion engines, and the noise of electric motors is much smaller than that of internal combustion engines (Sun, Li, Wang & Li, 2019). Noise is harmful to human body.

The market share of battery electric vehicles (EVs) is expected to increase in the near future, but so far little is known about the actual usage of this emergent technology (Jensen & Mabit, 2017).

The current situation of electric vehicle brand management

Market analysis of various electric vehicle brands

Tesla dominates among the world's electric car brands. As the world's largest electric vehicle brand, Tesla has become far more influential than any other brand (David, 2018). China's electric car market is dominated by independent brands. The majority of the top sales rankings are by Chinese companies. In China, BYD has a quarter of the market share. Geely ranks second with 45,000 units. Beijing Auto is in third place. China's electric vehicle industry is gradually transitioning from policy-driven to market-driven due to the gradual reduction of policy subsidies. The gradual opening of the market has led to increased competition, and in 2018, the number of electric vehicle companies with sales of more than 10,000 units has reached eight. The top three car companies accounted for 56% of the overall market sales. This figure is down 10% from 2017. This implies an increase in competition and a diversification of market choices (Qiao, Zhao, Hao & Liu, 2019).

Under the strong promotion of the government, the independent brand enterprises take electric vehicles as an important strategic development direction in the future. They already occupy the majority of the market. Many Chinese car brands also rank among the top in international sales (Qiao, Zhao, Hao & Liu, 2019). This is very different from the situation of traditional fuel vehicles. As the Chinese government clearly abolishes the subsidy policy after 2020, it will let independent brands enter into full market competition with foreign brands. At that time, the electric vehicle industry will enter a completely market-driven situation. This also makes many multinational companies confident in the Chinese market and start to speed up the export of their products.

Brand development plan and characteristic analysis of electric vehicle enterprises (Take Tesla, BYD as examples) The auto industry is currently at the center of the global industrial transformation. There are four major trends in its transition: electrification, autonomous driving, sharing, and connected cars (Fredriksson, Roth, Tagliapietra & Veugelers, 2018). It is expected that by 2025, large car companies will launch more than two hundred new models of electric vehicles, and it is expected that nearly 12 million electric vehicles will be put into production and sales. With the auto giants turning to electric vehicles, the competition in the industry is bound to intensify in the future.

BYD is mainly developing plug-in hybrid vehicles. BAIC New Energy focuses on pure electric vehicles. Other companies are developing two power models together. In terms of market segmentation, Chery and JAC will focus on light weight A00 class electric vehicles. BYD and SAIC will launch SUVs and other higher-end vehicles with longer range. It is obvious that no matter what kind of technology route to take, companies will invest a lot in the field of electric vehicles to increase market sales (Tan, Wang, Deng, Yang, Rao & Zhang, 2016).

For the analysis of foreign electric vehicle brands, this paper mainly selects Tesla as the main object of study, and compares it with other brands, analyzes the development trend of electric vehicle brands and explores how Tesla has gained the highest brand value in the electric vehicle industry in a short period of time (David, 2018).

In addition to very advanced technological innovation, Tesla also brings a new management and business model to the automotive industry. Tesla uses the IT industry's idea of making Apple smartphones to build Tesla's electric cars. The integration of the traditional automotive industry with the most advanced technology industry ideas has also brought a new supply system and sales model. In terms of supply chain, Tesla's supply chain is more global. In terms of sales, Tesla adopts an experiential direct sales model instead of relying on the traditional sales model (Alfred, Evans, Bentil & Sunny, 2018).

Tesla now no longer defines itself narrowly as an electric car company, but as a leader in future lifestyles (Shao, Wang & Yang, 2021). At the same time, Tesla also holds regular science talks to promote a new sustainable lifestyle. This move makes the best publicity for the brand image. On the other hand, it also reflects Tesla's sense of social responsibility, contributing to the cause of environmental protection and sustainable development of human beings.

Problems with Electric Vehicle Brand Management

With a large number of electric car brands entering the market, it can be seen that electric car brands are currently facing a great challenge. Whether it is technological innovation and quality control, or policy and market changes, are the problems to be solved at the moment. First of all, from the perspective of policy, electric car brands will gradually leave the policy support, policy subsidies to consumers gradually reduce the lure. Because the convincing brand is an important consideration for consumers to choose electric cars (Björck & Lu, 2019). So how can electric car brands attract consumers will be a big challenge in the future. Especially with the continuous opening of the market, many high quality old brands are entering the electric car industry with full force. Consumers will have more and more choices. Creating a brand and improving their own brand competitiveness is a big problem that many car companies need to face.

Electric vehicle brands don't succeed by publicity. Currently, the high cost of using electric vehicles, short range and poor infrastructure are the main challenges in the development of electric vehicles. Compared with ordinary fuel cars, the price cost of an electric car with the same power is often more than twice as much as the former. This is because the power sources used in pure electric vehicles include electric motors and batteries. The cost of electric motor control systems is high, especially for large electric vehicles. Currently, most of the power sources applied to pure electric vehicles are lead-acid batteries, which have low energy, slow charging speed, short life span, time-consuming and costly battery replacement. So it is necessary for an automaker who wants to build its own brand to make breakthroughs in car battery technology (Luo, Wu, & Mo, 2021). The above-mentioned problems in battery technology are the most significant problems facing electric vehicles at present. Nowadays, the range of electric cars can meet short-distance use.

Second, the promotion and application of electric vehicles should have a sound infrastructure and related equipment. Including charging station network, battery marketing and service network, vehicle maintenance network. With these infrastructures and related equipment, the charging problem can be completely solved (Hirst, 2021). Now, Tesla's electric vehicle infrastructure construction is relatively mature. For example, Tesla has independently built supercharging stations. It has cooperated with power supply departments in several countries to create its own brand of charging stations (Shao, Wang & Yang, 2021).

As an electric car brand manufacturer, technology is always the core of the enterprise (Sanguesa, 2021). However, now there are many automobile companies that do not have their own core technology. They assemble assembled to make their own cars. Such a business can be considered as untrustworthy. Although the car does not look different, they can not guarantee the service and maintenance quality after sales. Therefore, for electric vehicle enterprises, only by mastering the core technology can they develop for a long time.

How to optimize brand management and promote sustainability in electric vehicle companies

With the development of information technology, mobile Internet, artificial intelligence, automation control field. Unmanned intelligent driving technology will definitely become a major trend in the development of electric vehicles in the future (Tech & Cheng, 2021). With the gradual establishment of smart regions and smart cities, as well as the rapid development of artificial intelligence technology, human society will usher in a smart life including smart travel. This means that electric vehicles will become a smart travel platform. On this platform will be carried all kinds of intelligent technologies and realize intelligent society. At the technical level, a major breakthrough in key technologies is one of the main goals of China's medium- and long-term development plan for future electric vehicles. In order to accelerate the research and development of electric vehicle technology, China has launched many key projects, including "electric vehicle research and development and promotion and application project", "advanced energy-saving and environment-friendly vehicle technology upgrading project", "automobile quality Brand building project" and a series of related R&D pilot projects (Qiao, Zhao, Hao & Liu, 2019).

To achieve a revolutionary breakthrough in technology, significantly improve the development capacity of electric vehicles, and encourage enterprises to develop advanced and applicable electric vehicle products. Therefore, intelligent technological innovation is very important for the brand value management of electric vehicle enterprises, and innovation can form the unique brand advantage of enterprises. Innovation is still one of the very important factors for sustainable brand management (Majerova, 2020).

With the whole auto industry facing huge changes, another trend in the development of electric car brands is that it is not the traditional car-making companies that are really leading the electric car industry, but a group of high-tech companies (Musonera & Cagle, 2019). Even companies like Google, Apple, and Facebook are companies that may enter the auto industry and produce huge changes at any time.

Conclusion

Brand management of electric vehicle enterprises is a long-term process. Brand management should be taken seriously at the very beginning of a company's establishment. Only successful brand management can promote the sales of the company's products.

Electric vehicles are experiencing a transformative era of rapid technological development. It is not enough to think only about how to reduce the cost of such productive issues. Innovation is the theme of this era. Seizing the opportunity of this era of change and using the right brand management strategy is what will make your company stand out among the many brands of electric vehicles.

Electric vehicles are the main trend of the automotive industry in the next 10 years. Sustainable development is the desire and mission of every company. There is a strong link between brand management and sustainability. The ability to create a strong brand and build a recognizable brand culture is key to the sustainability of the electric vehicle industry.

Recommendation

It is necessary to actively guide the integration of the electric vehicle industry with new technologies and promote industrial innovation. With the development of smart cities, intelligent transportation and other technologies. Electrification, intelligence, networking and sharing will become the future development direction of the automotive industry (Habib, Khan, Abbas, Sang, Shahid & Tang, 2018). In the next 10 years, China's self-driving vehicles to achieve two important goals. First, the market share of highly autonomous vehicles will reach 10.00% by 2025; second, the market share of fully autonomous vehicles will be close to 10.00% by 2030. Currently, the development of China's electric vehicle industry has a certain degree of international competitiveness. Therefore, taking electric vehicles as the entry point, integrating the concept of sharing and developing intelligent networked vehicles is a new driving force for China's auto industry to move to the middle and high-end level. It is also a new opportunity to promote the upgrading of manufacturing industry. The government should strengthen policy guidance, encourage the diversified and integrated development of electric vehicles, and further explore new business models. To some extent, the government's control can promote the fair competition in the automobile market. In such an environment, electric car companies can devote most of their energy to technology research and development and industrial innovation. This creates the conditions for the establishment of a good brand. And in such a situation, it is conducive to the sustainable development of the entire new energy vehicle industry.

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Influencing Factors of Mobile Banking on Customer Satisfaction to Reach a Sustainable Development

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Abstract

With the development of mobile networks and the popularization of smart phones, the number of customers and transaction volume of mobile banking has grown rapidly, and mobile banking has become a new profit growth point and market development point for the banking industry. Recently, mobile banking in China is still in the development stage. Although most banks have launched mobile banking services to meet the basic business needs of customers, the overall service level needs to be improved.

This article first puts forward a model of influencing factors of mobile banking customer satisfaction based on the theoretical basis of customer satisfaction and service quality by collating the literature, and then uses the form of questionnaire to collect data, and then analyzes and draws conclusions.

Key words: Mobile banking, customer satisfaction, service quality, sustainable development

Introduction

Research Background

With the development of society, the pace of people's lives has increased. Traditional banking services have not been able to fully meet the needs of customers. People hope that their life efficiency will be improved, and the process of receiving services will be more convenient and faster in recent years. New service businesses such as ATM self-service machines, POS machines, SMS banking, online banking, mobile banking, etc. have been launched. Among them, mobile banking has won the favor of more bank customers with its personal and convenient features. Mobile banking is the result of cross-industry collaboration between banks and mobile communication providers. It provides consumers with a variety of banking services by using mobile phones as operational terminals and transmitting information over mobile network platforms. Mobile banking has substantially enhanced the meaning of banking services, allowing individuals to manage a variety of financial services from any location and at any time while also significantly reducing bank expenses.

In recent years, with the intensification of financial market competition, the relaxation of financial control policies and the rapid development of information technology, large-scale state-owned banks have undergone commercialization reforms; medium-sized banks have also developed in market competition, and their capital and business volume have also increased. Gradually increase; at the same time, the lowering of barriers to entry makes many small banks appear in the market. The changes in the market environment have led to the emergence of mixed, humanized and electronic banking in the banking industry. Banks have completed the transition from a seller's market to a buyer's market. The entire commercial bank group has increasingly shown a diversified competitive landscape, and market competition has become increasingly fierce. In this competitive climate, many banks are turning to electronic channels to boost revenues and cut expenses, as well as to develop e-commerce platforms and mobile financial services.

Research Problem

To find out what are the influencing factors of mobile banking customer satisfaction?

Bank is not only a service product of the banking industry, but also a part of e-commerce, so it has the characteristics of traditional banking and e-commerce at the same time. Therefore, when studying the influencing factors of mobile banking customer satisfaction, we are based on the traditional SERVQUAL model. According to the specific characteristics of mobile banking, we retain the tangibility, empathy, and responsiveness of mobile banking, but combine the specific connotations, mobile banking has undergone partial adjustments: the reliability of mobile banking is embodied as security, and security as an influencing factor will make it easier for everyone to understand; Increased ease of use which commonly taken as a factor in e-commerce, ease of use in e-commerce such as Websites and online banking are both considered a important factor; Mobile banking fees are composed of banks and mobile communication operators. Banks charge service fees, while mobile operators charge traffic fees. This is different from traditional banking, and it is also different from online. A characteristic of banks, so we also consider Affordability as an influencing factor.

Objectives of the Study

To answer the research question, there are several objectives that we need to puzzle out, here are:

1. To study the relationship between tangibility and customer satisfaction
2. To study the relationship between empathy and customer satisfaction
3. To study the relationship between responsiveness and customer satisfaction
4. To study the relationship between security and customer satisfaction
5. To study the relationship between ease of use and customer satisfaction
6. To study the relationship between affordability and customer satisfaction

7.To study the relationship between customer satisfaction and sustainable development

Scope of the study

This research took ICBC Bank personal mobile banking application as research target, selects its customers and users in Qingdao city, Shinanqu district as sample to reflect the influencing factors and extent of mobile banking customer satisfaction and its sustainable development as ICBC is a leading bank in China market.

Research time set as July 2021 to Oct 2021, specifically at July 3rd to Aug 4th the researcher aimed on outlining the research as a whole; Data collection duration was Aug 15th to Sep 10th.

Research Significance

As a new service product of the banking industry, mobile banking has a great competitive advantage. Compared with traditional banking services, mobile banking combines financial service functions and mobile communication technology to reduce the cost of building traditional physical outlets and maintaining service channels; at the same time, mobile banking can extend service time, expand service space, and truly achieve Up to 24/7 service. Therefore, the development of mobile banking is very important for banks. While banks continue to develop new mobile phone customers, they also continue to improve their service levels to retain old customers. Improving customer satisfaction, reducing customer churn rate, and enhancing customer loyalty can greatly increase the profits of commercial banks, which is conducive to the sustainable and healthy development of commercial banks. This paper combs through previous scholars' theoretical research on customer satisfaction and service quality, and at the same time, according to the characteristics of mobile banking, a new type of service product, takes ICBC Bank personal mobile banking customers in the Chinese market as a sample, and constructs a model of influencing factors of mobile banking customer satisfaction. In this way, we analyze the influencing factors and extent of mobile banking customer satisfaction and its sustainable development.

Theoretical Framework

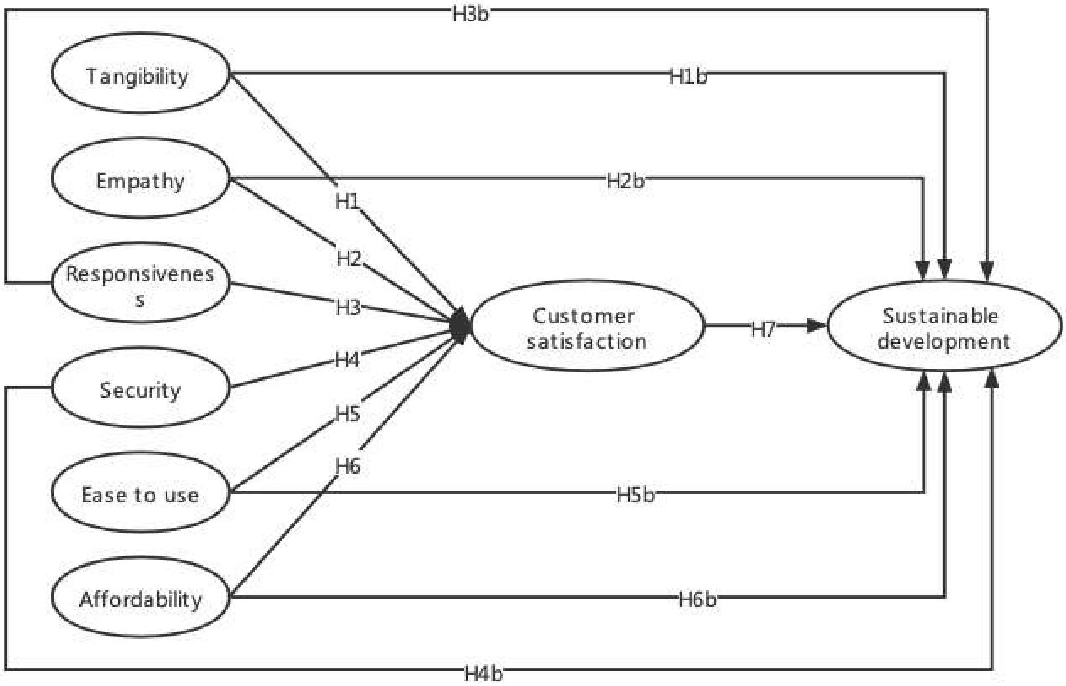

Figure 1 conceptual framework

Hypotheses

1. H1: The tangibility of mobile banking has a positive impact on customer satisfaction

   H1b: The tangibility of mobile banking has a positive impact on sustainable development

2. H2: The empathy of mobile banking has a positive impact on customer satisfaction

   H2b: The empathy of mobile banking has a positive impact on sustainable development

3. H3: The responsiveness of mobile banking has a positive impact on customer satisfaction

   H3b: The responsiveness of mobile banking has a positive impact on sustainable development

4. H4: The security of use of mobile banking has a positive impact on customer satisfaction

   H4b: The security of mobile banking has a positive impact on sustainable development

5. H5: The ease of use of mobile banking has a positive impact on customer satisfaction

   H5b: The ease of use of mobile banking has a positive impact on sustainable development

6. H6: The affordability of mobile banking has a positive impact on customer satisfaction

   H6b: The affordability of mobile banking has a positive impact on sustainable development

7. The customer satisfaction of mobile banking has a positive impact on sustainable development

Literature review

Service Quality

Mobile banking is a product of the continuous development of technology in the banking industry. While studying the traditional banking industry, we must still pay attention to the service quality of these new technology products. In recent years, domestic and foreign scholars have also conducted a lot of research on the quality of electronic services. Li Chunqing defines electronic service quality as the service quality perceived by customers in the Internet environment. Scholars have studied electronic service quality from different dimensions.

The relationship between service quality and customer satisfaction

Scholars have done a lot of research on the relationship between service quality and customer satisfaction. Because scholars have different definitions of concepts, they have different views on the relationship between the two. Woodside, Frey, & Daly (1989) believe that service quality is a variable that affects customer satisfaction. But Bitner (1990) believes that customer satisfaction is a variable that affects the level of service quality. Later, most scholars agreed with Woodside's point of view, and they proved through empirical evidence that service quality has an important effect on customer satisfaction 0-1 (Anderson & Sullivan, 1993; Parasuraman, 2005; Brady, Cronin, & Brand, 2002).

Through the analysis of the above literature, we can see that most scholars believe that service quality has a certain impact on customer satisfaction, but the influencing factors of customer satisfaction are different, and different factors have different degrees of impact on customer satisfaction. The research on the service quality of traditional banks focuses more on tangibility, security and reliability, but for e-commerce, because customers do not directly contact service personnel, but receive services through the Internet or electronic products, scholars Focus on factors such as interface design, ease of use and response speed.

Sustainable development

Sustainable development is an important concept that wildly accept in business and industry, in most sustainability reports, a collection of SD indicators is included that may be used to assess a company's sustainability performance. They translate sustainability issues into (usually) quantifiable economic, environmental, and social performance measures with the ultimate goal of assisting in the resolution of key sustainability concerns (Azapagic, 2004) and providing information on how the company contributes to long-term development (Azapagic & Perdan, 2000).

According to Damjan Krajnc, to measure sustainable development of an organization by composite sustainable development index, which consists three parts, economic sub-index, environmental sub-index, and social sub-index, it is possible to adapt this model into our concept framework. (Krajnc, 2005)

Research design

The research entitled "The Study on Influencing Factors of Mobile banking Customer Satisfaction", the research methods are designed as quantitative method. Based on the literature theory, the researcher designed a conceptual framework and conceived a model, and then used a random sampling survey to collect data of real mobile banking users, and finally used statistical software to conduct a quantitative analysis and draw corresponding conclusions. The questionnaire compiled in this article mainly includes two parts, the basic information of the respondent and the scale of the various dimensions of service quality. The basic information of the interviewee mainly includes the interviewee's demographic information, the second part is a scale of influencing factors of customer satisfaction. The second part of the questionnaire uses Likert's five points. For the measurement of the scale, after each question item, there are five options: completely disagree, relatively disagree, general, relatively agree, and completely agree. Respondents tick the corresponding boxes according to their actual feelings.

Data Collection

This research chooses Qingdao city, Shinanqu district as research area, population is about 588000, there are 19 IBIC bank branches in this area, the researcher choose to send out questionnaires in these 19 bank branches in total number of 400 questionnaires, in order to obtain more real and effective questionnaires, this study adopted some control measures in the process of sample collection. The interviewee was first consulted, and the questionnaire was issued after the interviewee's consent was obtained. Secondly, add troubleshooting questions to exclude users who have not used mobile banking before and avoid invalid questionnaires. Finally, the returned questionnaires were checked one by one, and the questionnaires with incomplete answers or all selected one option were eliminated to ensure the authenticity and validity of the questionnaire.

In the pre-investigation stage, in order to measure the reliability and validity of the questionnaire, a total of 100 questionnaires were distributed. The measurement variables of the influencing factors of customer satisfaction used in this study refer to the measurement scale of the SERAQUAL model of Parasuraman and other scholars and the service quality measurement scale of e-banking (Shengliang, 2011). The overall customer satisfaction is a reference of Oliver Richard's (1989) customer satisfaction measurement scale, adapted for mobile banking. This article uses the total correlation coefficient and Cronbach a coefficient to eliminate inappropriate items in the questionnaire. Parasuraman and other scholars pointed out that if the correlation coefficient of the question item is less than 0.5, it indicates that the question item has a small relationship with this variable, and the question item needs to be eliminated, because after the elimination, the α coefficient of the remaining question items can be improved and the overall reliability get promoted. First, we analyze the reliability of the entire scale to see whether the overall questionnaire has good reliability. Next, we conduct reliability tests on the question items of each variable in turn.

Then a total 660 questionnaires were distributed to customers of mobile banking in Qingdao city, 608 questionnaires were reveived and validated, the validation rate was 92.1%.

Statistical analysis planning

Descriptive analysis is the first part of the questionnaire, which is the basic information of the interviewed person. Descriptive analysis is mainly a basic description of the data, mainly showing the basic characteristics of the data. The SPSS software can generate relevant descriptive statistics, such as the number of items for each item. Through these descriptive statistics, we can have a comprehensive understanding of the comprehensive characteristics of mobile banking customers.

Quantitative research: Demographic statistics are mainly carried out. Factor analysis results consist of analysis Exploratory Factor analysis (EFA) and Confirmatory Factor analysis (CFA), Results of research hypothesis analysis. SPSS and AMOS program were used for analysis.

Result

Validity and Reliability

The Cronbach's α coefficient test of reliability was conducted, with a pre-test (n=175) and a sample size of 608 online shopping customers using Chinese cross-border e-commerce platforms in Thailand.

The reliability of the results showed that each item met Cronbach's Alpha minimum standard item equal to 0.843 which greater than 0.7. Value of Corrected-Item Correlations greater than 0.3 (Hair, Celsi, Ortinau, & Bush, 2010).

Exploratory Factor Analysis

Exploratory factor analysis of independent variables and intermediate variables use the principal component analysis method, set to extract the principal components with a feature value greater than 1, and perform the maximum variance method rotation. The results in Tables 2 and 3 show that the KMO value is greater than 0.6, and the Bartlett sphere test is significant, indicating that the data is suitable for exploratory factor analysis. A total of 7 principal components with eigenvalues greater than 1 were extracted, and the cumulative variance explanation rate exceeded 60%. All factor loadings were at a high level more than0.7. There was no large cross-loading, and the results were acceptable. It shows that the structure validity of the independent variable and the intermediate variable is better. (Hair, Sarstedt, Ringle, & Mena, 2012)

Confirmatory factor analysis

In the case of good model fitting. According to standardized factor loading. Construct Reliability and Average variance extracted were calculated. The results are shown in Table 4. CR of all dimensions is greater than 0.7 and AVE is greater than 0.5, indicating that there is good converging validity between the items measured in the same dimension.

To further research whether the data is suitable for structural equation modeling. Confirmatory factor analysis was performed on the data. Confirmatory factor analysis of independent variables and intermediate variables was carred out.

Structural Equation Model Test

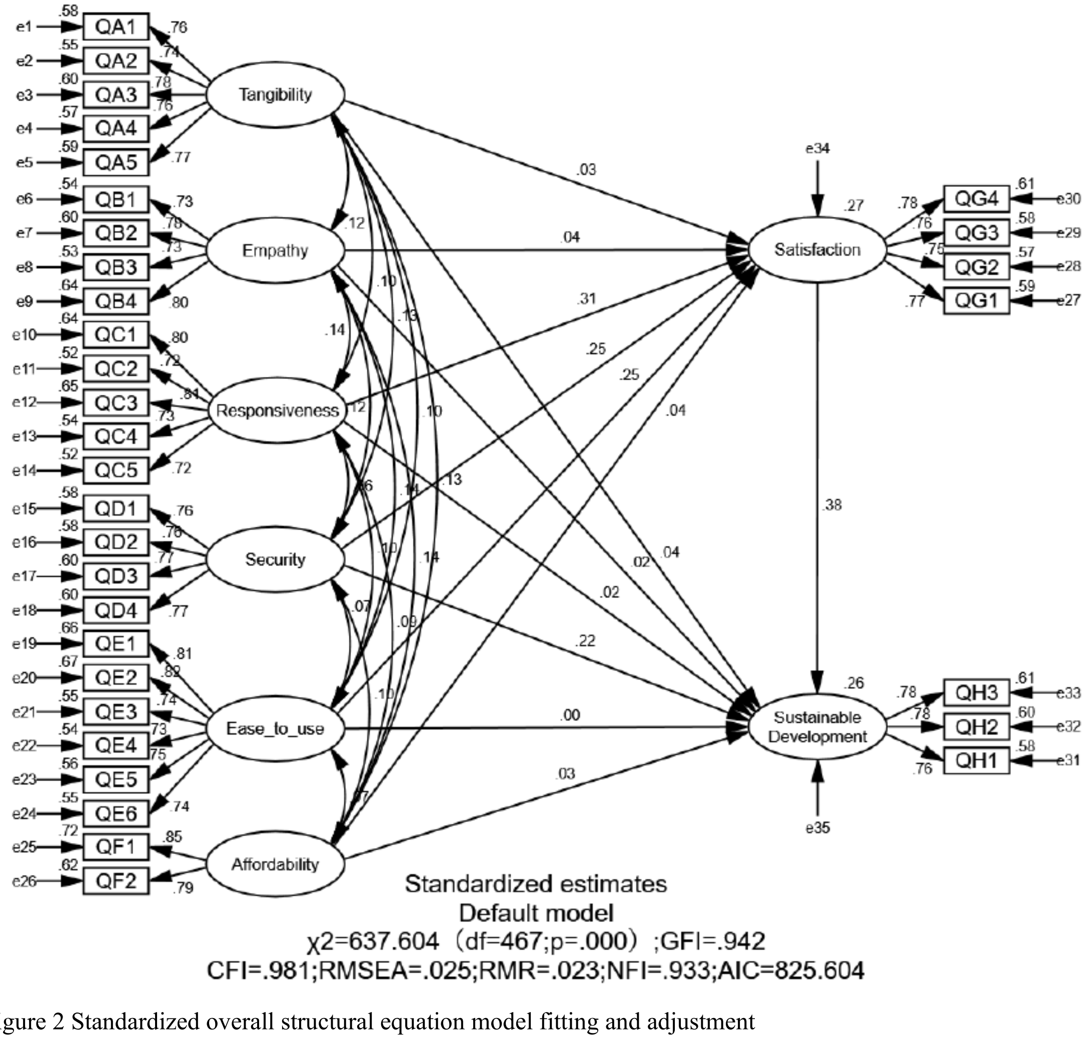

Figure 2 Standardized overall structural equation model fitting and adjustment

x2(df)=637.604(467) get the NC value equals 1.861 which is a good range. p=0.000, GFI=0.942>0.9, CFI=0.981>0.9, RMSEA=0.025<0.05 is a good fit, NFI=0.933>0.9 The model fits can acceptable. yet when see it in the output file. There are higher modification indices between items. Adjust the higher values between paths. After adjusting the correlation between the items, re-run the model. as follow:

Results of research hypothesis analysis

Path				Standardized coefficient	S.E.	C.R.	P	Result
H1a	Customer Satisfaction	<---	Tangibility	0.028	0.045	0.641	0.521	Rejetct
H2a	Customer Satisfaction	<---	Empathy	0.043	0.053	0.977	0.329	Rejetct
H3a	Customer Satisfaction	<---	Responsiveness	0.306	0.049	6.801	***	Accept
H4a	Customer Satisfaction	<---	Security	0.246	0.05	5.46	***	Accept
H5a	Customer Satisfaction	<---	Ease_to_use	0.25	0.041	5.723	***	Accept
H6a	Customer Satisfaction	<---	Affordability	0.041	0.048	0.898	0.369	Rejetct
H7a	Sustainable Development	<---	Satisfaction	0.381	0.055	6.679	***	Accept
H1b	Sustainable Development	<---	Tangibility	0.039	0.045	0.874	0.382	Rejetct
H2b	Sustainable Development	<---	Empathy	0.018	0.053	0.392	0.695	Rejetct
H3b	Sustainable Development	<---	Responsiveness	0.016	0.051	0.325	0.745	Rejetct
H4b	Sustainable Development	<---	Security	0.215	0.052	4.446	***	Accept
H5b	Sustainable Development	<---	Ease_to_use	0.003	0.042	0.068	0.946	Rejetct
H6b	Sustainable Development	<---	Affordability	0.031	0.048	0.663	0.507	Rejetct

$p<0.05$ the significance level is acceptable (*),

$p<0.01$ has a better significance level (**),

$p<0.001$ has a very high level of significance (***)

Finding and Conclusion

According to the analysis results in the above table. Under the influence of many factors, the impact of Tangibility on Customer Satisfaction (β= 0.028, t = 0.641, P (0.521) > 0.05). the hypothesis that H1 is rejected. The impact of Empathy on Customer Satisfaction is not significant (β= 0.043, t = 0.977, P (0.329) > 0.05), hypothesis that H2 is rejected. The same results can be obtained according to the above table.

The impact of Responsiveness on Customer Satisfaction is significant (β= 0.306, t = 6.801, P < 0.001), it can be seen that mobile banking customers are more yearning for responsiveness. The strong responsiveness the strong satisfaction in the product. (Westjohn, Magnusson, Peng, & Jung, 2019).

Security has a positive effect on customer satisfaction (β= 0.246, t = 5.46, P < 0.001). The core factor in the popularization of mobile banking is also the issue of information security. How to effectively protect the information security of mobile banking and allow users to accept that mobile banking is an important concept of security is an important issue facing banks.

Ease of use has a positive significance for customer satisfaction; (β= 0.25, t = 5.723, P < 0.001). It shows that customers not only pay attention to the functions of mobile banking, but ease of use is also a core factor they consider.

Customer satisfaction has a positive effect on sustainable development. The standardized path coefficient is 0.381, reaching a significant level of 0. 001. Customer satisfaction directly affects whether mobile banking could develop sustainably.

Security has a significant positive effect on sustainable development. The standard path coefficient is 0. 215. Significance is 0. 001. When customers use the mobile banking, their perceived value on security is first priority.

The conclusion of this paper is that responsiveness, Security, ease of use have positive influence on customer satisfaction, security and customer satisfaction as a middle variable have a positive influence on sustainable development.

Recommendation

1. Signing mechanism, if the customer takes the original valid certificate and account certificate (card or passbook) to the bank branch where the account is located for identity verification, signs the relevant agreement, and is authenticated by the bank, then this type of customer becomes a mobile banking contract Customers and contracted customers can enjoy all the services provided by mobile banking, including transfer, remittance and other services. 2. The mobile phone number is bound to the account. When using the mobile banking service, the user must use the mobile phone number specified when the mobile banking service is activated. That is to say, only the customer's own mobile phone can log in to the mobile banking as the customer. Cannot log in from another mobile phone. 3. Password control, as well as the verification code and

the locking mechanism of the number of password attempts. Based on the use of a secure channel for information interaction, the mobile banking system can effectively prevent automatic attempts by transmitting the graphic additional code generated by the server to the mobile phone before the customer logs in. Passwords, to avoid tentative attacks by hackers, so as to ensure the security of the mobile banking transaction platform.

Ease of use is an important aspect of usability. It refers to the degree of satisfaction of the product for users to learn and use, reduce the burden of memory, and use. The same function, the interface and the application scenario are the same, but the user experience effect may be different. Therefore, the product must not only meet the user's needs in terms of functions, but also need to be easy to use and easy to use in order to provide users with a better user experience.

To ensure customer satisfaction, experts recommend responding to customer communications in a timely manner, whether by phone, email, email, or social media. They advise employees to maintain a friendly, approachable attitude and demeanor. It is important to have a clear and detailed customer service policy, and to apologize and correct to customers when problems arise. Clear and direct shipping and return policies are also important and helpful, and fulfilling all the promises and implicit promises of these policies is also beneficial. In addition, fulfilling the above commitments to help consumers who need further help will help turn customers into company promoters.

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THE INFLUENCES OF MARKETING MIX (7Ps) AND BRAND IMAGE ON CONSUMERS' PURCHASE INTENTION: CASE STUDY OF HUAWEI MOBILE PHONE IN HAIDIAN DISTRICT, BEIJING, CHINA

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Abstract

The mobile phone market is increasingly competitive, and the Chinese mobile phone market is growing rapidly every day. Huawei making it the highest-selling smartphone manufacturer in China. This study will analyze the existing brand image and consumers' willingness to purchase, and understand the impact of brand image on consumers' willingness to purchase. Measuring the impact of brand image on consumers' willingness to purchase provides a guiding role for Huawei's target brand management measures.

This study will investigate young people who have Huawei mobile phones or purchase intentions for Huawei mobile phones in Haidian District, Beijing. The participants are between 20-35 years old, and the survey sample is set at 400. This research used questionnaire, which created from a related literature review, for collected data. The questionnaires were distributed randomly in the WeChat by the APP of Questionnaire Star which is a professional online questionnaire survey in China. The frequency and percentage analysis run into descriptive analysis. Then the reliability of the questionnaires was determined by the Alpha-coefficient method. The hypothesis has been testing by regression analysis.

The results showed that there is a significant relationship between the marketing mix, brand image and consumers' purchase intention of Huawei mobile phone in Haidian District, Beijing, China. Huawei should invest a lot in research and development to deliver the best products to its customers. Huawei should offer a wide range of products in different product categories. Huawei should maintain its brand quality and perception in customers mind and youth, but brand cannot stand by their own.

Keywords: marketing mix (7ps), brand image, consumers' purchase intention

Introduction

Research Background

As a product of the information age, mobile phones have become a common tool for people's lives and work because of their fashionable and convenient use (Zhou, 2008). Due to the increasingly reasonable price of mobile phones and mobile phone charges, mobile phones have changed from a luxury product to a mass consumer product (Yueh, 2009). The mobile phone market is increasingly competitive, and the Chinese mobile phone market is growing rapidly every day. According to the latest announcement of China Information and Communication Research Institute in December 2016, the annual shipment of domestic mobile phones in 2016 was 560 million units, and the mobile phone industry was put on the agenda as a new national economic growth point. In 2017, the Chinese smartphone market was led by Chinese mobile phone manufacturers.

Research Problems

1. What are the importance of marketing mix (7Ps) on Huawei mobile phone in Haidian District, Beijing, China?
2. What are the importance of brand image on Huawei mobile phone in Haidian District, Beijing, China?
3. What are the influences of marketing mix (7Ps) on consumers' purchase intention of Huawei mobile phone in Haidian District, Beijing, China?
4. What are the influences of brand image on consumers' purchase intention of Huawei mobile phone in Haidian District, Beijing, China?

Objective of the study

1.To study marketing mix (7Ps) of Huawei mobile phone in Beijing, China
2.To study brand image of Huawei mobile phone in Beijing, China
3.To study the influences of marketing mix (7Ps) on purchase intention of Huawei mobile phone consumers in Beijing China
4.To study the influences of brand image on consumers purchase intention of Huawei mobile phone consumers in Beijing, China.

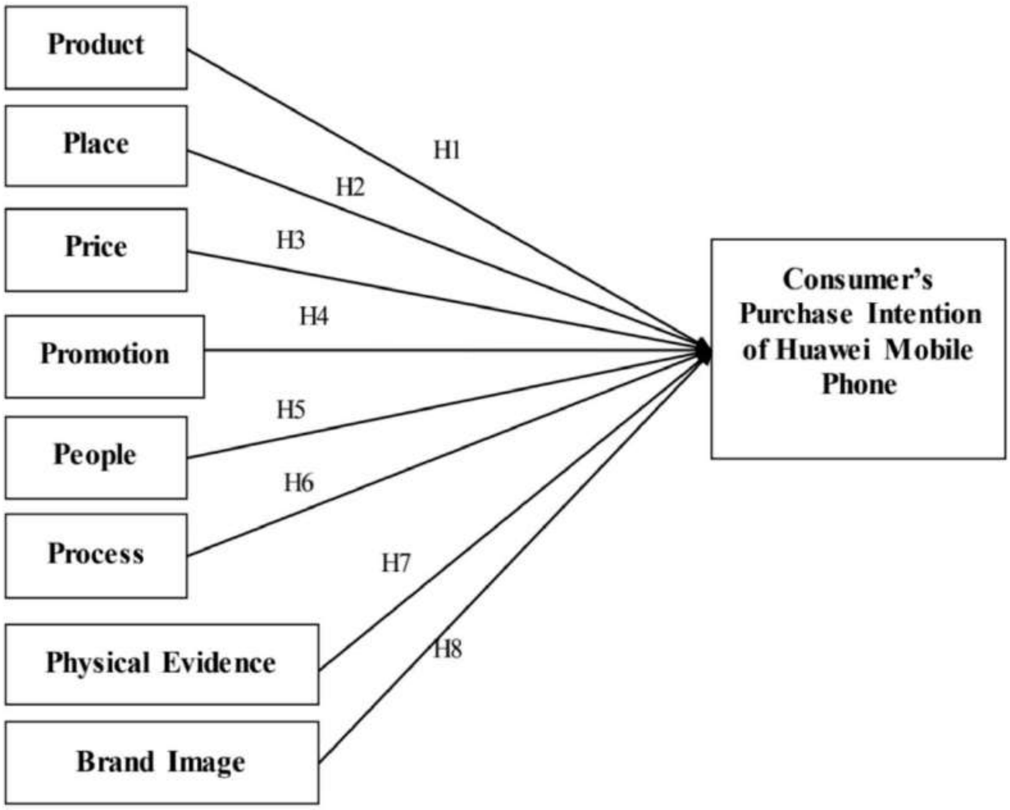
Scope of the study

Studying the behavior habits of Chinese consumers, China's 9.6 million square kilometers, land and resources, if the scope is set in the whole country is certainly unrealistic, so we must set a representative city - Beijing, Beijing as China's economic culture, The political center, in theory, has a certain degree of persuasion. We narrowed the scope of investigation to Haidian District, Beijing, and regarded Haidian District as the target of investigation. It is both convincing and convenient for our investigation. This study will investigate young people who have Huawei mobile phones or purchase intentions for Huawei mobile phones in Haidian District, Beijing. The participants are people who live in Haidian District, Beijing and interest in buying Huawei mobile phone, and the survey sample is set at 400.

Research Significance

At present, through the relevant literature, there is still a gap in Huawei's brand image 7Ps. The predecessors only had 4Ps of research, but there was no research on people, processes and physics. This study will analyze the existing brand image and consumers' willingness to purchase and understand the impact of brand image on consumers' willingness to purchase. Measuring the impact of brand image on consumers' willingness to purchase provides a guiding role for Huawei's target brand management measures.

Theoretical framework



Hypotheses

H1 ： Product has an influence on purchase intention of Huawei mobile phone consumers in Haidian Distriet, Beijing, China.

H2 ： Price has an influence on purchase intention of Huawei mobile phone consumers in Haidian Distriet, Beijing, China.

H3 ： Place has an influence on purchase intention of Huawei mobile phone consumers in Haidian Distriet, Beijing, China.

H4 ： Promotion has an influence on purchase intention of Huawei mobile phone consumers in Haidian Distriet, Beijing, China.

H5 ： People has an influence on purchase intention of Huawei mobile phone consumers in Haidian Distriet, Beijing, China.

H6 ： Process has an influence on purchase intention of Huawei mobile phone consumers in Haidian Distriet, Beijing, China.

H7 ： Physical Evidence has an influence on purchase intention of Huawei mobile phone consumers in Haidian Distriet, Beijing, China.

H8 ： Brand Image has an influence on purchase intention of Huawei mobile phone consumers in Haidian Distriet, Beijing, China.

Literature Review

Consumer Behavior

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities (Kotler, 2000). Consumer behavior involves the study of how people--either individually or in groups--acquire, use, experience, discard, and make decisions about goods, services, or even lifestyle practices such as socially responsible and healthy eating. As an evolving phenomenon, one should not be overly dogmatic about this definition (Oliver, 1997).

Consumer behavior is a purchase that is not for resale (Oliver, 1997). Consumer behavior refers to the decision-making behaviors associated with people buying and using products or services. Oliver (1997) argues in Consumer Behavior: "The term narrow consumer behavior can be defined as the activities people perform when they get what they use, such as buying, comparing, purchasing products and services." Fu (2001) believes that consumer behavior refers to the various actions taken by consumers to acquire, use, and dispose of consumer goods, as well as the decision-making process that precedes and determines these actions.

Purchase decision

Purchase decision is the decision processes and acts of people involved in buying and using products. According to Walters & Paul, 'Purchase Decision is the process whereby individuals decide what, when, where how and from whom to purchase goods & services. Consumer purchase decision refers to the multi-step decision-making process people engage in and the actions they take to satisfy their needs and wants in the marketplace. Consumer purchase decision is an inseparable part of marketing and Kotler and Keller (2011) state that consumer purchase decision is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. Buyer behavior has been defined as "a process, which through inputs and their use though process and actions lead to satisfaction of needs and wants" (Meskaran, Ismail, & Shanmugam, 2013). Consumer purchase decision has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers. Alternatively, consumer purchase decision "refers to the purchase decision of final consumers, both individuals and households, who buy goods and services for personal consumption" (Kumar, 2010). The definition formed by Feng, Mu, & Fu (2006) describes consumer purchase decision as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants.

Purchase Intention

Purchase intention is planning to buy certain goods or services in the future, not necessarily to implement the purchase intention due to it is depends on individual's ability to perform (Park et al., 2013). Purchase intention is a dependent variable that depends on several external and internal factors. According to Blackwell, Miniard, & Engel (2001), what is cross in the customers' mind signifies intention to purchase by them. The similar researchers state that consumers will go through the process of recognized the product to purchase, then they will find the information about the product, evaluate, purchase and feedback. Therefore, they will purchase a product after making research in advance so that they will purchase right product that meet with their needs and wants. There are many choices brands of smartphones in the market in order to satisfy the customers' needs and wants. Therefore, different consumers will have different tastes and preferences. Thus, the behaviour of consumers to purchase are depending to their characteristics such as brand, price, quality, mixed up with other choices as well as impulsiveness (Leo, Bennett, & Hartel, 2005). Thus, it is important to examine factors that lead to the consumer's decision to purchase a smartphone.

Marketing Mix

The marketing mix is the comprehensive marketing plan of the enterprise, that is, the optimized combination and comprehensive application of various marketing factors (product quality, packaging, service, price, channel, advertisement, etc.) that the enterprise can control according to the needs of the target market, to develop strengths and avoid weaknesses, and take advantage of them to better achieve marketing goals. A controlled marketing strategy designed by the company to achieve the desired response in the target market. The marketing mix consists of everything that affects the product's needs.

The price is an index of the ratio of the commodity to the currency exchange, or the price is the currency performance of the value. Price is the form of conversion that the exchange value of goods is made in the process of circulation. In modern market economics, price is generated by the interaction and balance between supply and demand. The price is based on different market positioning, and different price strategies are formulated. The pricing is based on the brand strategy of the company, focusing on the gold content of the brand (Kotler, 2000). In classical economics and Marxist economics, price is an external manifestation of the intrinsic value of goods (Karl, 2013).

Brand image

The brand image is not spontaneously formed, but a systematic project involving all aspects of product, marketing and service (Jacoby & Robert, 1978). Brand image can be said by reviewing the literature for more than 30 years. Emphasis is placed on the definition of symbolic meaning, emphasis on brand personality, emphasis on psychological cognition and total definition. Brand image is a kind of memory tendency of consumers to be influenced by the product's own attributes and psychological feelings during use. This tendency will lead consumers' behavior (Jacoby & Robert, 1978). Brand image is a reminder, consumption

Based on this hinting logic, the quality of the product can be inferred, and the consumer can be motivated by such a message.

Impacts of marketing mix on purchase intention

Aaker (1991) had pointed out that perceived quality is an overall or superiority of the product and brand with respect to its intended purpose such as buying purpose. Other than the perceived quality of a product, has also been found to influence consumer attitudes, preferences and choice. Price concern is one of the determinants tested to find out the effects on demand of Smartphone (Chow, 2011). Research found that price significantly impact on the purchase intention of Smartphone among young adults in UTAR, Perak, Malaysia based on a study. A study shows there is a high usage of Smartphone for medical apps such as disease diagnosis management and drug reference among medical students and junior doctors for education and clinical practice purposes. Instead of flipping books, medical knowledge can be very fast and convenient through Smartphone apps. A study by Liew (2012) also used convenient as one of the determinants to test the significant relationship with demand of Smartphone. Another studies by Ding, Suet, Tanusina, Ca, & Gay (2011) whereas found the significant relationship between convenience and university students' dependency on Smartphone with purchase behavior.

Research Methodology

This study creates a questionnaire to examine the influences of marketing mix (7Ps) and brand image on consumers' purchase intention for Huawei mobile phone. Marketing mix (7Ps) and brand image are considered as the independent variables and consumers' purchase intention is considered as the dependent variable. Base on the population of this paper, the population is too large, and unknown, so, convenience sampling has been applied in this research, convenience sampling (also known as grab sampling, accidental sampling, or opportunity sampling) is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand (Cresswell & Plano Clark, 2011).

Population is defined as the group of people from whom a study is interest in getting information, and a sample is a part or a subgroup of the population. Population in this research is potential customers who are interested in Huawei mobile phone at all age and gender and live in Haidian, Beijing, China. The total Huawei user is unknown in this study.

Finding and Conclusion

Researcher got the conclusion for descriptive analysis from chapter 4, which showed gender of the respondents' shows that 69.25% of the total gender is female. And age of the respondents' shows that the age between 20–29-year-old is 164 respondents which is 51.3 %. Most of the respondents are 219 from single with 54.8%. Most of the respondents are 169 have 3,001-5,000 rmb monthly income with 42.3%. The findings showed that education of the respondents' shows that the education of bachelor's degree is 222 of respondents which is 55.5%. For work status of the respondents' shows that the students of respondents is 94 with 23.5%.

Most of the respondents which 217 with 54.3% prefer to use app of WeChat, webo, photo and game. For the frequency to change mobile phone, the highest frequency is every 2-3 year of 157 respondents with 39.3%. There are 136 respondents get information from internet with 34%. Findings showed that 198 respondents get introduced to purchase phone by friends with 49.5%.

Researcher got conclusion that hypothesis 1 to hypothesis8 are all accepted, showed that H1a: Product has an influence on purchase intention of Huawei mobile phone consumers in Haidian District, Beijing, China, H2a: Price has an influence on purchase intention of Huawei mobile phone consumers in Haidian District, Beijing, China, H3a: Place has an influence on purchase intention of Huawei mobile phone consumers in Haidian District, Beijing, China, H4a: Promotion has an influence on purchase intention of Huawei mobile phone consumers in Haidian District, Beijing, China, H5a: People has an influence on purchase intention of Huawei

mobile phone consumers in Haidian District, Beijing, China, H6a: Process has an influence on purchase intention of Huawei mobile phone consumers in Haidian District, Beijing, China, H7a: Physical Evidence has an influence on purchase intention of Huawei mobile phone consumers in Haidian District, Beijing, China, H8a: Brand image has an influence on purchase intention of Huawei mobile phone consumers in Haidian District, Beijing, China.

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Selection Methods and Evaluation of Human

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Abstract

In the modern society with increasingly fierce competition for talents, talents have become the core competitiveness of many enterprises. The selection, employment, Nurturing and retention of talents are paid more and more attention by more and more enterprises, and the selection of talents is the top priority, the first gate to grasp the talents. The inaccurate selection of talents directly affects the development of human resources of the organization, and then lags behind the development of the company, which directly affects the development strategy of the company.

This paper takes the selection method in the recruitment process as the main research object, through reviewing literature, enterprise cases, interviews and other forms analyze the problems in IT industry talent recruitment and selection, select how to determine the job requirements and how to effectively select as the main research object of this paper, based on talent recruitment and selection, competency model, man-post matching and other related theories, use job analysis, competency model to do a good job portrait, through the "experience backward method" to innovate job The analysis method is innovative and has a positive meaning of practical application. For talent assessment, based on the conventional evaluation techniques, such as evaluation center, unstructured interview, STAR principle, etc. Combined with background investigation, event behavior method and other multi-dimensional selection methods, to evaluate talent, effectively identify talent, improve recruitment efficiency, support the implementation of talent strategy, so as to ensure the implementation of corporate strategy.

Through the study of this paper, bring reference to the enterprise's: a perfect recruitment management system is crucial to the development of the company. Talent selection is the core of recruitment work, and is also the first step for enterprises to employ, nurture and retain people.

Scientific and systematic recruitment selection method is the key factor of recruitment success, so the selection method can not rely on a single and basic method, to take a diversified combination, multi-dimensional selection methods, different selection process for different posts, different from post to post.

Keywords: HR recruitment, selection methods, recruitment assessment.

Introduction

In the rapid development of the world economy, human resources have always been the most important productivity in the competitive development of society, enterprises and organizations. With the advancement and development of enterprise management, human resource as a strategic resource occupies an important position in the enterprise.

The selection and training of talents as an important strategic plan to enhance their core competitiveness. In 2016, the American Society for Human Resource Management (ASHRM) could not issue the "Voluntary Benchmark Report on Rebates", which showed that the average recruiter in U.S. companies spends 43 days and $4,000 to recruit a suitable employee, and the recruitment expenses occupy 15% of the total expenses of all human resources. Still, according to the report, 13 percent of hiring practices end in failure. It costs 15-25% of a new employee's annual salary to rehire, so failed hires can be costly. Because of this, how to build a more efficient recruitment system, involving scientific talent selection techniques, has become a hot topic of concern for business management.

Research Problems

With the adjustment and evolution of economic development and industrial structure, the channels of recruitment have changed from traditional newspapers, advertisements, employee recommendations and job announcements to recruitment websites, self-media, corporate websites, social networks and headhunters. Traditional recruitment methods have obvious limitations and information asymmetry, making it difficult for companies to find the right talent and job seekers to find a job they love. Nowadays, new recruitment platforms are constantly emerging, as well as diversified contact channels established between enterprises and talents, so that the recruitment channels are more resourceful and selective, while the limitation is also that the cost of getting good resources increases, which is a big challenge for many enterprises.

Based on the recruitment module, there are the following more significant problems.

(1) Recruitment information is huge and mixed, a considerable number of candidates sea cast mode to submit their resumes, but can not distinguish between suitable companies and positions; in contrast companies are often frequently interviewed and can not find the right talent.

(2) Recruitment challenges: After putting into recruitment promotion, the number of applicants increases dramatically, which intensifies the recruitment workload and screening volume.

(3) Challenges in attracting talents: With the development of the Internet, recruitment websites and recruitment platforms have become the mainstream recruitment channels, and the page display is ranked according to bidding, which is proportional to the investment, which is a challenge for SMEs in attracting talents.

(4) In the recruitment process is missing, the recruitment team is not professional enough and other issues.

(5) In the recruitment process of screening and evaluation, the recruitment method is not scientific and systematic enough, and the talent screening and evaluation is not accurate enough, which leads to mismatch, low stability of entry and high recruitment cost of the company.

The focus of this paper is on the problems of the interview process in the talent selection process:

(1) In the face of fierce competition for talent and rapid business changes, how to accurately grasp job requirements and accurately select the right talent?

(2) How to efficiently assess the talent match?

Objective of the study

This paper is based on practical work, through consulting literature and enterprise cases to understand the research results on talent recruitment and selection at home and abroad, through interviews with senior recruitment experts in the IT industry to interpret the problems and shortcomings in the recruitment and selection process, through the competency model to determine the key competency indicators of the position, to effectively identify talent, to achieve job matching, to conduct in-depth analysis of the problems studied in this paper, to propose The solution is to improve the efficiency of recruitment and support the implementation of talent strategy, so as to ensure the implementation of corporate strategy.

Scope of the study

In the era of rapid development of the Internet and the background of digital technology development, the traditional IT industry is challenged in terms of business and talent, and it is worth thinking about and studying how to win talent to achieve the strategic goals of the company's talent while continuously seeking innovation on its own, so as to ensure the achievement of the strategic goals of the company.

This paper focuses on the selection methods in the process of talent recruitment in the IT industry, and the scope of the research is mainly on the challenges and opportunities of talent selection in the IT industry in the face of external competition for talent and internal changes in business innovation.

Research Significance

The quality of enterprise talents is closely related to the recruitment and selection work, and a scientific and reasonable recruitment and selection work can help to improve the efficiency and achieve the job matching. In this regard, this paper summarizes the competency model, talent recruitment and selection methods, job matching and other related theories, and analyzes the talent recruitment and selection in IT industry with the help of literature analysis method and interview method.

Through the study of the actual situation of talent recruitment and selection in the IT industry, the job description based on the job competency model is constructed on this basis, and the existing recruitment and selection methods are sorted out and innovated, and the research results provide some reference for the establishment of a targeted and complete talent recruitment management system for small and medium-sized enterprises in China, and make up for the lack of practicality of the recruitment and selection scheme in the domestic human resources theory field. The research results can provide some reference for the establishment of targeted and complete talent recruitment management system for SMEs in China, and make up for the lack of practicality of recruitment and selection programs in domestic HR theory. In addition, the efficiency of recruitment and selection can be improved to achieve the matching of human and job positions and higher human efficiency, and the quality of talents can help enterprises realize their talent strategies and thus achieve their strategic goals.

Literatures Review

1. Talent recruitment and selection literature review

1.1 The concept of recruitment

Recruitment is the process of using certain methods to attract or find qualified and qualified applicants when the employer has a need for personnel, and using effective methods to select suitable candidates for employment.

1.2 Reasons and requirements for recruitment

The reason for enterprise recruitment is to meet the demand for human resources in order to maintain the continuity and stability of all the work of the enterprise and to ensure the stable development of the enterprise. The demand for human resources in an enterprise usually arises after the following situations occur.
Job vacancies due to departure, promotion, transfer, etc.; organization business expansion, urgent shortage of talent; development of new business, the introduction of the required talent; according to the enterprise development strategy, planning human resources, reserve talent.

It is important to note here that when an enterprise only recruits in the case of shortage of people, it means that the enterprise has not yet established the awareness of human resource management and does not really appreciate the significance of recruitment.

In the recruitment process of all industries, whether the number of recruits is large or small, whether the internal human resources of the enterprise is completed or outsourced to professional organizations, to ensure the effectiveness of the entire recruitment process, must be in accordance with certain standards, follow the corresponding standards, standards are as follows: the principle of compliance with national laws and regulations; the principle of quality and quantity of recruiters; the principle of fairness; the principle of competition; the principle of intelligent matching.

1.3 Factors influencing recruitment

The external political, economic, cultural, technological, market and legal environment affects the formulation of recruitment policy, the source channels of recruitment, the quantity and quality of candidates, etc.; as well as the mission and purpose of the company, its strategic objectives and development plan, its human resource management policy, the employment philosophy and leadership style of the company manager and other internal factors will also affect the effectiveness of recruitment; in addition, the quantity, quality and personality characteristics of the candidates will also affect the effectiveness of the job search.

To sum up, the external factors affecting recruitment are national laws, regulations, policies and government management, social and economic systems and macroeconomic conditions, technological progress and social development, external labor market, product (service) market, social and cultural and educational conditions, competitors and other factors.

In addition to the influence of the external environment on recruitment, the internal factors of the enterprise also have an impact on recruitment activities, such as the industry in which the enterprise is located and the nature of the enterprise, the geographical location of the enterprise, the nature and characteristics of the positions offered by the enterprise, the development strategy and planning of the enterprise, the employment policy and treatment results of the enterprise, the development prospects of the enterprise, the quality of the management team of the enterprise and other factors.

1.4. Selection methods in the recruitment process

1.4.1 Brief description of recruitment channels and methods

(1)Sources of internal recruitment: mainly through the following sources: promotion of internal staff, job transfer, rotation, and personnel rehire.

(2)The main methods of internal recruitment: internal posting of job information and internal talent pool.

(3)External recruitment sources: The sources are mainly through various counterpart colleges and universities, competing companies or other companies, self-employed people, special groups of people and industry associations, etc.

(4)The main methods of external recruitment: external recruitment methods are relatively extensive, such as advertising media law, employee recommendations, campus recruitment, intermediaries, job fairs, network recruitment and headhunters and other sources.

1.4.2 Written test

The written test is a very basic testing technique, and even today it is still an important technique for talent selection, even in the face of increasing development. It is still highly valued in corporate recruitment and plays a considerable role in recruitment. Especially in large-scale recruitment, the written test can quickly understand the knowledge of the candidate, so as to understand whether it is suitable for the basic requirements of the position, as a preliminary screening tool in the selection process.

Definition of written test: The test taker completes the assessment questions through a written test according to the time, place and requirements, and tests the knowledge structure and knowledge base of the test taker according to a uniform scoring standard.

With the development of modern technology, the technology of written test has been improved, and the test questions are assessed through the platform of computer. The wide range of applications of computer-based test questions can test general positions such as administrative and human resources positions; can also be used to assess technical positions, such as development, testing, design and other positions, and can simulate the real environment, reproduce the application of the project process, can be a very realistic response to the actual ability of candidates and professional level, a very practical method, and more resource-efficient and environmentally friendly.

1.4.3 Interviews

Interviewing is a common selection method used by companies. An interview is a well-designed test that uses communication and observation as the main means to receive information about the candidate's qualities and related information. In the interview process, the recruiter can examine the candidate's proficiency in using professional knowledge to analyze problems, motivation, practical experience, logical thinking, language skills, as well as appearance, temperament, emotional stability and stress tolerance based on the candidate's answers to questions and behavioral characteristics.

2. Literature Review of Competency Models

2.1 The concept of competency

There are many different views on the definition of competency. Mc Clelland (1973) introduced the concept of competency as a competency that is demonstrated in life or work and that separates high performers from average performers. Boyatizs (1982) understood competency as the potential ability of an individual to go for excellent performance in the workplace. Spencer (1993) proposed that competency is an underlying, deep-seated personal characteristic that can separate intentional performers from average performers in a given job (or organization or culture) and can be self-concept, attitudes, values, motivation, behavioral functioning or knowledge in a particular area. Jorgen Sandberg (2000) proposed that competency is the ability to perform well in a workplace that The prevalent trip common to a certain knowledge and skills, rather than all knowledge and abilities. The concept proposed by Spencer is currently widely used.

The model of competency is usually combined with the iceberg theory, which was proposed by Freud (1895), saying: human consciousness is like an iceberg floating on water, only a small part of it can be seen by others and by yourself, and they are often a small corner of the iceberg of knowledge; probably a large part of it is hidden underwater, people will not easily see them, and the further down you hide, the deeper you are. Knowledge and skills are the exposed part of the obvious iceberg; while behavioral motivation, career awareness, personality traits, and attitudes are the hidden part under the ice.

2.2 Concept of Competency Model

The competency model is a combination of competencies required to do a particular job well or to produce excellent performance in a position, that is, when the employee has the competencies required for the position and the individual's ability to do the job as well as the part of the environment provided by the organization that intersects, there is a high probability that the employee can be competent to change the position. Kurtz & Bartram (2002) proposed a system of eight competency quality indicators, including leadership decision-making, supporting cooperation, analytical description, expressive communication, thinking and innovation, organizational execution, emergency response, and leadership. Competency Model
It covers the definition of competency, elements, index weight structure, graded behavior description, and index system.

2.3 Comparative analysis of traditional recruitment and competency model

Compared with the traditional recruitment, the recruitment selection based on competency model is more scientific and precise, and the quality of the screened talents is also higher, specifically the following

(1) The selection criteria are more scientific

(2) More accurate positioning of recruitment channel construction

(3) Ensure the quality of talent

(4) More accurate results of talent selection assessment based on competency model

Traditional recruitment and selection methods versus competency-based recruitment and selection methods		
Comparison Factors	Traditional recruitment methods	Competency-based modeling for recruitment and selection
Application Form	Collecting basic information, closed	collecting basic information and combining it with behavioral event review, semi-open
Interviews	Confirmation based on resume and basic cognitive qualifications	Behavioral analysis based on key past experiences
Psychometric test	Cognition, knowledge and other literacy content	In addition to cognitive abilities, personality, motivation, emotions, and abilities are also key areas of testing
Evaluation Center Technology	None	Based on simulated work situations

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3. Human-post matching theory

The theory of man-post fatigue is the basis of rational allocation of human resources, emphasizing the right person in the right position, to achieve the goal of the right person for the right job and the right person for the right job, so that people can make the best use of their talents and things can make the best use of them.

The idea of man-post matching was best proposed by three scholars, Taylor, Fayol and Weber, in the early 20th century. Kristof (1996) integrated the concept of man-job matching and proposed an integrated model of matching people and organizations, integrating the relationship between demand and supply, demand and ability, consistent matching and complementary matching.

4.Types of Interviews

The purpose of the interview is different and the form of the interview used is different. Classified according to different criteria, the following classifications can be made.

4.1 Structured and unstructured interviews

The classification is based on whether or not the interview follows an established pattern. Structured interviews, also called patterned interviews or standardized interviews, are interviews in which the content, test questions, scoring criteria, scoring methods, use of scores, and evaluation of implementation results involved in the interview are conducted according to a pre-defined standardized procedure. Generally for practical purposes, the established interview questions are marked on the side to guide the evaluation of the interview process. Structured interviews are generally more effective than unstructured interviews, with questions that provide a systematic and comprehensive overview of the situation sought. The interview process will be conducted strictly according to a list of questions, and then the candidate's responses will be marked.

Comparison of structured and unstructured interviews

comparison	Unstructured interview	Structured Interview
Features	The interviewer will ask probing, open-ended questions and encourage the candidate to talk more There is no particular format that the interview should follow and the conversation can go in all directions Follow-up questions can be based on the candidate's final statement	Consists of a series of job-related questions More reliable and accurate than unstructured interviews Facilitator can easily control the situation Interviews usually start with the same questions
Disadvantages and Limitations	More time-consuming than structured interviews High skill requirements for interviewers	Not flexible enough Such as interviewing more people easily grasped by later candidates
Application Situation	Recruiters are more familiar with the job content Interviewers recruit in working groups	More applicants and from different units Campus recruitment

4.2 Stress interviews and assessment interviews

4.3 Situational interviewing and job-related interviewing

5. Interview tools: STAR principle

Situation (Background), Task (Task), Action (Action) and Result (Result).STAR principle is the interview process involving the substantive content of the conversation procedures, any effective interview must follow this procedure.

When talking with the candidate, first understand the candidate's previous work background, that is, the so-called background investigation (Situation), and then focus on understanding the employee's specific work tasks (Task) are which, each work task is how to do, what actions have been taken (Action), the results of the actions taken (Result).

In the actual recruitment process, only through the candidate's resume can not fully understand the candidate's knowledge, experience, skills and mastery of their work style, personality traits and other aspects of the situation. The use of STAR techniques can make a comprehensive and objective evaluation of the candidate.

The first step is to understand the background of the candidate's work performance (SITUATION).

By constantly asking questions about the background of the job performance, you can fully understand the prerequisites for the candidate to achieve excellent performance, so as to know how much of the performance achieved is related to the candidate personally, and how much is related to the market conditions and industry characteristics.

Secondly, it is necessary to understand in detail what tasks (TASK) the candidate has in order to complete the business work, and what the specific content of each task is. This will give you an idea of the candidate's work history and experience to determine if the work he has done and the experience he has gained is suitable for the position now being vacated.

Again, continue to understand the actions that the candidate took to accomplish these tasks

(ACTION), i.e., find out how he did the job, what actions were taken, and how the actions taken helped him to accomplish the job. Through this, you can further understand his way of working, thinking and behaving.

Finally, only to focus on the results (RESULT), the results of each task after taking action is what, good or bad, good because of what, and bad because of what.

In this way, through the four steps of STAR-style questions, step by step, the candidate's statement will lead to deeper, to dig out the potential information of the candidate, to provide the correct a comprehensive reference for better decision-making, both for the company's responsibility (recruiting the right talent), but also for the candidate's responsibility (to help him to show himself as much as possible, to sell himself), to obtain a win-win situation.

6. Analysis of the problems encountered in the recruitment and selection process in the IT industry and suggestions for solving them.

Recruitment is one of the common and fastest-effective ways to enhance the competitive advantage of human resources, becoming an effective initiative for the long-term development of enterprises. No matter how fierce the competition for talent, how the business changes, how the position changes, the problems encountered in the talent selection process can be started from the following two aspects:

(1) Job requirements (JD), in the end, what kind of people to recruit? The determination of the job portrait.Often in the actual work, the lack of scientific job analysis, job analysis as the basis for the development of enterprise recruitment plans, talent selection and other work, in the core of talent recruitment. The so-called job analysis, specifically refers to the human resources department for each position of the posting conditions, job tasks, job nature, job work environment, job responsibilities and other system analysis of a series of work.

JD can be determined through job analysis, combined with the competency model to build a job portrait.By interviewing the recruitment director of ORACEL North Asia, the analysis method of job portrait in the face of new business needs of new talents in ORACLE.

Collecting information on outstanding staff within the new business department and finding commonalities through in-depth analysis of the outstanding staff's background, characteristics, strengths and other information.

Communicate with the person in charge of the new business department to gain a deeper understanding of the commonalities of the outstanding staff and the commonalities of the incompetent staff, and to distinguish the effective commonalities from the invalid commonalities.

Finally, from the excellent performance of the staff who have been on board to invert the job portrait, and finally get the accurate job portrait, JD model. This analysis method (Empirical backward projection method)can be applied to industries other than IT, and is a general method to determine job requirements. It also applies to entrepreneurial companies, which have a lot of ideas and changes for positions, but have no way to start recruiting. Also applicable to mature companies to develop new business areas of talent recruitment, is a worthy and efficient job analysis method.

(2) Talent assessment, how to use scientific and effective methods, selection techniques for assessment? In the IT industry, because the recruiters / interviewers are inexperienced, unprofessional, unfamiliar with the interview evaluation techniques and so on lead to inefficient interview evaluation, can not screen the candidates' real ability, resulting in people can not win their jobs.

Talent assessment can use interview evaluation techniques (such as evaluation center techniques, STAR principles, unstructured interviews, etc.) as a basic screening tool, combined with diversified selection tools, such as: background checks, interviews with candidates' past colleagues or leaders to get an objective assessment of the candidate, past work performance, work performance to infer the suitability of competent future work, match, is an efficient talent assessment method.

Finding and Conclusion

The problems of the interview selection process in the recruitment process are also part of the research and analysis of this paper. Firstly, this paper researched and analyzed the recruitment related literature, built the theoretical framework for writing this paper, and sorted out the theoretical basis for writing this score. Secondly, through interviews with recruitment experts in IT industry, we share the job analysis, job portrait in recruitment and selection process. Finally, based on the iceberg theory, STAR tool, etc., the countermeasures to solve the problem are proposed, and the following conclusions are made for the recruitment and selection process.

(1) A perfect recruitment management system is very important for the development of the company. The positioning and principle determination of recruitment target, the effective implementation of recruitment plan, the scientific and reasonable construction of recruitment selection system, the supplement and improvement of evaluation system, and the matching of human resource planning and enterprise strategic planning are the basis of recruitment system construction. The core of the recruitment work is how to introduce excellent talents who match the job, so as to lay the foundation for employing, nurturing and retaining people.

(2) Scientific and systematic recruitment and selection methods are the key elements of successful recruitment and one of the factors that determine the effectiveness of recruitment, so a good, scientific and systematic recruitment and selection method is worth applying and promoting in more enterprises.

Recommendation

The problems that arise in the recruitment process are a dynamic process of change, and for the main research question of this paper: the recruitment process: The methods of selection, with the development of society, the rapid changes in technology and the constant evolution of companies, there will be innovations in the methods of selection and new problems will appear. The content of the research is for this period, this stage, these types of problems for the research and analysis, to give advice, there is a certain scope of application, but also a certain limit, the future research needs to be for the specific problem analysis, for the current problem also need to combine objective environmental factors, the enterprise's own factors, combined with scientific management concept, combined with the practice to analyze the problem, solve the problem.
Selecting, employing, nurturing and retaining talents is a closed loop, a complete human resource development model, interlocking, so on the basis of doing a good job in each link, it can also cooperate and influence each other, with a halo effect, with a positive role and significance.

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Research on the Influence of Huawei's Mobile Phone Brand Image on Consumers' Buying Behavior

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Abstract

As a durable product with high technology content, mobile phones have been transformed from luxury goods in daily life to necessities for the public. At the same time, with the improvement of people's living standards, mobile phone consumers are more inclined to high-quality in the process of purchasing mobile phones. Durable products, while brand products often represent high quality. Therefore, the role of "brands" in the market has become increasingly prominent. Having a brand advantage can enable enterprises to occupy a favorable position in market competition and provide strong competitiveness. The brand image is an important driving factor for corporate brand equity. According to statistics, Huawei's mobile phone sales in 2015 ranked third in the world, which was one place higher than the previous year's sales ranking. The annual sales volume is second only to Samsung mobile phones and Apple mobile phones.

Keywords: customer loyalty, brand, quality, empirical analysis.

Introduction

Research Background

With the development of the market economy and the rapid progress of science and technology, people's living standards are improving day by day, and the number of mobile phone users is increasing day by day. As a durable product with high technology content, mobile phones have been transformed from luxury goods in daily life to necessities for the public. At the same time, with the accumulation of wealth, mobile phone consumers are more inclined to be high-quality and durable in the process of purchasing mobile phones. Type products, and brand products often represent high quality. Therefore, the role of "brands" in the market has become increasingly prominent. Having a brand advantage can enable enterprises to occupy a favorable position in market competition and provide strong competitiveness. The brand image is an important driving factor for corporate brand equity. According to statistics, Huawei's mobile phone sales in 2015 ranked third in the world, which was one place higher than the previous year's sales ranking. The annual sales volume is second only to Samsung mobile phones and Apple mobile phones. In addition, the brand net recommendation value of Huawei mobile phones has increased, with a large increase, which shows that more and more people are recommending Huawei mobile phones to their relatives and friends.

According to statistics, among domestic mobile phones, Huawei mobile phones have the largest market share, far surpassing Lenovo, Meizu, Xiaomi, ZTE and other brand mobile phones. At the same time, the sales volume of Huawei mobile phones in the Chinese market exceeds Samsung and Apple mobile phones. Samsung and Apple mobile phones call Huawei. Mobile phones have become the main competitor in the Chinese market. This shows that Huawei's mobile phones are shaking the dominance of Samsung and Apple's mobile phones with a strong trend and grabbing more market shares. As a representative of a rising star, Huawei is worth pondering how to maintain its current position and advantages according to its own conditions and avoid being "replaced" by other brands of mobile phones. From the lessons of Nokia and Motorola being "replaced", we can see that companies need to maintain their position in the market by relying on product price, technological innovation, and maintaining a good relationship with consumers.

This article takes Huawei mobile phones as an example, from the perspective of brand image, in-depth study of brand image on consumer buying behavior, this research attempts to build a conceptual model of Huawei mobile phone brand image on consumers' buying behavior.

It comprehensively analyzes its mechanism of action, explores and verifies the different dimensions of brand image, and specifically analyzes the direction and extent of the effect of different dimensions of Huawei's mobile phone brand image on consumer buying behavior.

Research Problems

Explore the mechanism of the brand image of Huawei's mobile phone on consumer purchase behavior, analyze the direction and extent of the corporate image, product image, and service image in the brand image on consumer's purchase behavior, and how to shape the brand image of Huawei's mobile phone and conduct brand management. Further improve the visibility of Huawei mobile phones and drive brand intangible assets.

Objective of the study

This article reads many domestic and foreign research documents, analyzes and masters the research results, draws on the research models of predecessors, and finally modified according to the research needs of this article, and puts forward the research hypothesis: corporate image has an effect on consumer purchasing behavior, and product image has an effect on consumption. The purchase behavior of consumers has an influential effect, and the service image has an influential effect on the purchase behavior of consumers. To this end, we developed a scale to collect data, and through empirical analysis this article concluded that the first brand image has a positively significant influence on consumer purchasing behavior and is supported. That is, the three dimensions of brand image, corporate image, product image, and service image have a significant positive impact on consumer purchasing behavior. Second, product image has the greatest impact, followed by service image and corporate image. The smallest, but the difference is not large compared with the degree of influence of product image and service image. Finally, this article puts forward corresponding suggestions and countermeasures based on the problems existing in the research results.

Scope of the study

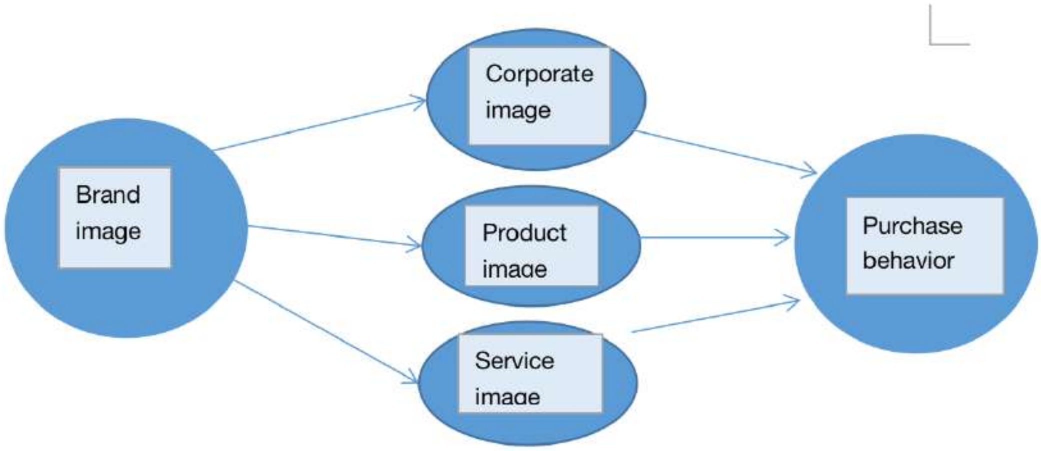
This article mainly focuses on what brand image will affect consumers' buying behavior when people buy Huawei mobile phones. In order to verify the research hypothesis, we collected sample data by issuing questionnaires and interviews. At the same time, in order to get a general understanding of the market penetration rate of Huawei mobile phones, this article does not specifically survey a certain group, such as only college students as the research object, only high-end mobile phone customer groups as the research object, and only the post-90s as the research object Etc. In this article, the questionnaire is randomly distributed, but groups that don't know about Huawei mobile phones are excluded. Therefore, the questionnaire should be distributed in advance to know the extent of their knowledge of Huawei mobile phones. If the investigator has no knowledge of Huawei mobile phones, then give up the investigation, in order to ensure the authenticity of the survey data.

This study uses online surveys and on-site paper questionnaires to collect data. It mainly surveys people aged 18-50 in Beijing. The online survey mainly uses star network questionnaire design, email distribution, WeChat Moments, QQ group invitation and forwarding friends collection, on-site paper questionnaires, etc.

Research Significance

Based on the analysis of existing brand image theories and consumer behavior research theories, this research clarifies the influence of the intangible value of brand image on consumer purchasing behavior decisions. As time changes and the market environment changes, the brand management theories and consumer behavior theories of previous research scholars are not fully applicable to the present. Therefore, a targeted Huawei mobile phone brand image is constructed to model consumers' purchase behaviors, and to conduct research on Huawei mobile phones. Brand marketing management has theoretical guiding significance.

Theoretical framework



Hypotheses

H1:Huawei's mobile phone corporate image has a positive correlation with consumer purchasing behavior.

H2: Huawei's mobile phone product image has a positive correlation with consumers' purchasing behavior.

H3: Huawei's mobile phone service image has a positive correlation with consumers' purchasing behavior.

Literature Review

In order to study the influence of brand image on consumer buying behavior, exploring the composition of brand image is the important foundation and key of this article. By consulting domestic and foreign research literature, domestic and foreign research scholars have different opinions on the composition of brand image due to different research perspectives.

Fan Xiucheng (2002) built a brand image evaluation model based on the recognition of the brand recognition system and conducted related research. In his research, the brand image was divided into 4 dimensions, namely product, company, humanity, and symbolic dimensions: Guanghui & Dong Dahai (2008) In order to explore the influence mechanism of Chinese local brand image on consumer behavior and construct brand image dimensions with local characteristics, in his research, the brand image combined with the actual situation of local brands is divided into brand performance and brand Three dimensions of personality and company image: Hsieh, Pan, & Setiono (2004) divides brand image into country image, company image, and product image by country: Li Lu (2010) In order to study the influence of mobile phone brand image on consumer attitudes and buying behavior , The brand image is divided into corporate image, product image, humanized image, and symbolic image which have a positive impact on purchasing behavior; Yang Jianjun (2008) takes dairy products as the research object and divides the brand image into three dimensions: enterprise Image, product or service image, user image, research on the time and frequency of consumer purchases. Liu

Yangzhou (2011) builds a model of brand image on consumer purchase behavior based on the Bell brand image model, and uses corporate image, product or service image, and consumer image to measure mobile phone brand image: Wei Le (2009) After In-depth analysis of the Bell model of brand image, and combined with the actual application of the model, the brand image is divided into corporate image, product or service image, consumer image, believe that these dimensions under the brand image will affect customer loyalty, and explore whether the brand image will affect Consumer buying behavior.

Research Methodology

(1) Literature research method. The literature research method is a method of studying the research results of predecessors, understanding the research situation in depth, and mastering the research foundation. This method can provide the basis for the researcher to choose the topic and analyze it, so that the researcher can learn from the research perspective, in terms of research content and research methods, new and innovative points are proposed. In order to study the influence of brand image on consumers' buying behavior, this article read a lot of marketing-related books, consulted a large number of domestic and foreign literatures, made full use of literature research methods, mastered relevant theoretical foundations, and referenced previous scholars' scales to develop this scale. Learn from it and lay a solid theoretical foundation.

(2) Interview method. The interview method is a psychological research method to understand the interviewee's psychology and behavior through face-to-face communication. This method is relatively simple and can receive various information in a short period of time and has good flexibility and adaptability. In order to better develop the scale, this article conducts interviews with consumers before developing the scale to understand which factors consumers will give priority to in the process of mobile phone purchase, to target Huawei mobile phones to understand.

(3) Empirical research method. The empirical research method is a research method in which researchers propose research hypotheses based on the research objectives, collect research data materials through questionnaires, WeChat, Weibo, etc., comprehensively sort the collected data, and finally use relevant software to verify the hypothesis. This paper proposes the hypothesis that brand image has an impact on consumer purchasing behavior, uses the developed scale to collect data, uses software EXCEL and SPSS17.0 to organize and verify the hypothesis, and uses factor analysis to determine the dimensions of the brand image, and based on this the linear regression analysis method is used to measure the influence coefficient of each dimension.

Finding and Conclusion

As an intangible asset of an enterprise, a brand is an important weapon to occupy a favorable market position and an important means to improve the competitiveness of an enterprise. Having a well-known brand can drive an enterprise to appear in the market temporarily and increase its market share. It can not only Provide consumers with a sense of security, while reducing consumer worries.

This article reads many domestic and foreign research documents, analyzes and masters the research results, and appraises the research models of predecessors. Finally, it is revised according to the research needs of this article, and the research conclusion is reached through the evidence of empirical analysis: Huawei's mobile phone corporate image is for consumers to buy The behavior has a positive impact. The image of Huawei's hand-added products has a positive impact on consumers' buying behavior, and the image of Huawei's mobile phone service has a positive impact on consumers' purchasing behavior. It is found that the brand image of Huawei's mobile phones has a positive impact on consumers' purchasing behavior. Product image>service image>corporate image, and there are low consumer acceptance aspects in the three dimensions of product image, service image, and corporate image. For this reason, relevant suggestions are put forward in this chapter for improvement.

Suggestion

1. Brands should strengthen the construction of high-quality products
2. The brand should provide perfect service guarantee
3. Enhance the soft power of the enterprise

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กลยุทธ์การตลาดธุรกิจค้าส่ง B to B กรณีตลาดจำหน่ายอุปกรณ์ทำความสะอาดและการปรับตัวของผู้ประกอบการในตลาดช่วงสถานการณ์โควิด

B to B Marketing and Adaptation Strategies during the Covid-19 Pandemic Situation -- A Case Study of Cleaning Product Market

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บทคัดย่อ

วัตถุประสงค์ในการวิจัยครั้ง 1. พฤติกรรมการสั่งซื้อของผู้ประกอบการค้าปลีกและนิติบุคคลในตลาดผลิตภัณฑ์ทำความสะอาด 2.เพื่อศึกษากลยุทธ์การตลาดที่มีผลต่อการสั่งซื้อของผู้ประกอบการค้าปลีกและนิติบุคคลในตลาดผลิตภัณฑ์ทำความสะอาด และ3. . เพื่อศึกษากลยุทธ์ด้านตลาดของผู้ประกอบการในการปรับตัวตลาดค้าส่งผลิตภัณฑ์ทำความสะอาดครัวเรือนในช่วงสถานการณ์โควิด การวิจัยนี้เป็นการสำรวจกลุ่มผู้ค้าปลีกและกลุ่มลูกค้านิติบุคคลในตลาดผลิตภัณฑ์ทำความสะอาดทั่วประเทศ จำนวน 316 ราย และสัมภาษณ์ผู้ประกอบการค้าส่ง 1 ราย ใช้สถิติในการวิจัย คือ ค่าความถี่ ร้อยละ ค่าเฉลี่ย และส่วนเบี่ยงเบนมาตรฐาน ผลการวิจัยสรุปดังนี้

กลุ่มตัวอย่างส่วนใหญ่เป็นนิติบุคคล มีระยะเวลาดำเนินกิจการอยู่ระหว่าง 3-5 ปี และมีรายได้ของกิจการ 500,001-1,000,000 บาท พฤติกรรมการสั่งซื้อสินค้าพบว่า มีเหตุผลในการซื้อเพราะคุณภาพมีความถี่ในการสั่งซื้อสินค้า 2-3 เดือนต่อครั้ง ส่วนใหญ่ซื้อผลิตภัณฑ์ถูพื้น และมีค่าใช้จ่ายการซื้อ 15,001-30,000บาท กลยุทธ์ที่มีผลต่อการสั่งซื้อพบว่ากลยุทธ์ส่วนประสมทางการตลาด 4 P's โดยภาพรวมอยู่ในระดับมากทุกรายการ โดยพิจารณารายด้านแต่ละรายการมากที่สุดพบว่า กลยุทธ์ผลิตภัณฑ์ มีความหลากหลายผลิตภัณฑ์ให้เลือก กลยุทธ์ด้านราคา มีผลิตภัณฑ์เหมาะสมกับคุณภาพ กลยุทธ์ช่องทางการจัดจำหน่าย มีตัวแทนหรือพนักงานขายติดตามดูแลอย่างสม่ำเสมอ และกลยุทธ์การส่งเสริมการตลาด มีความหลากหลายของโปรโมชั่น และมีการจัดกิจกรรมต่าง ๆ ผ่านสื่อออนไลน์

การปรับตัวกรณีผู้ประกอบการค้าส่งในตลาดช่วงสถานการณ์โควิด พบว่า มีการขยายผลิตภัณฑ์ใหม่จำหน่ายในกลุ่มแอกอฮอล์เพิ่มขึ้น มียอดขายเพิ่มร้อยละ 30-40 ต่อเดือน นอกจากนี้มีการขยายผลิตภัณฑ์ในกลุ่มสินค้าที่ราคาถูกลง เนื่องจากรายได้ที่ลดลงของผู้บริโภคส่วนใหญ่ และมีการปรับกลยุทธ์จำหน่ายขายส่งผ่านระบบออนไลน์มากขึ้นและได้ลูกค้าใหม่เพิ่มผ่านเฟสบุ้คและ ปิดการขายผ่านไลน์ ทั้งนี้ยังมีการขยายลูกค้าในกลุ่มตลาดเพื่อนบ้านเพิ่มขึ้น

คำสำคัญ: กลยุทธ์ทางการตลาด , การปรับตัวของผู้ประกอบการในตลาดช่วงสถานการณ์โควิด.

Abstract

The objectives of this research were 1) to study order behavior of retailers and corporate customers in the cleaning products market; 2) to identify the marketing strategies that affect the purchase orders of retailers and corporate customers in the cleaning products market; and 3) to formlate adaptation marketing strategies of household cleaning equipment for the wholesale market during the period of COVI-19 pandemic situation. This research was a survey of 316 retailers and corporate customers in the cleaning products market nationwide, and an in-dept interview with a wholesaler. The data was analyzed by using statistics consisting of frequency, percentage, mean and standard deviation. The findings indicated that most clients were corporations running their own business from 3 to 5 years and earning from 500,001 to 1,000,000 baht. The findings showed that quality was a primary reason why corporate customers buy the products. Purchase frequency for cleaning products was 2-3 months per time. Most of the samples bought floor cleaning products from 15,001 to 30,000 baht. Retailers commented on the 4 P's marketing factors affecting the ordering found that the overall was at a high level. When considering each aspect, it was found that the variety of products, a modern style, famous brand names, and beautiful package respectively were relatively most influencing factors among other studied variables. Also, the overview of price was at a high level. The findings showed that the price of product was suitable for the quality. Moreover, the overview of distribution was at a high level as well. The findings indicated that distributors always serviced customers attentively, the delivery was on time and customers could order products during office hours. Furthermore, the overview of marketing promotion was at a high level. There was a variety of promotions, and various activities were organized through online medias. The adaptation strategy implemented during the COVID-19 situation was an expansion of new products of the alcohol cleansing product line, and products in the low-cost category. The distribution expanded to online channel, through social medias like Facebook, and Line. Such adaptations led to an increase of 30-40% sales monthly during the time of pandemic.

Keywords: marketing strategy, adaptation of entrepreneurs, marketing strategies during the COVID-19 situation. Floor cleaning products

บทนำ

ตลาดจำหน่ายอุปกรณ์และผลิตภัณฑ์ทำความสะอาดมีความต้องการที่เพิ่มขึ้น จากการขยายตัวจำนวนที่อยู่อาศัย บ้าน คอนโด อาคารพาณิชย์ สำนักงาน และที่อยู่อาศัยอื่นๆ ที่มีการขยายตัวเพิ่มมากขึ้นทั่วประเทศ ประกอบกับเครื่องภายในครัวเรือนยุคปัจจุบันมีปรับปรุงพัฒนาให้อำนวยความสะดวกภายในครัวเรือนเพิ่มขึ้น ทั้งในบ้านและนอกพื้นที่บริเวณบ้าน ส่งผลให้ปริมาณการผลิตภัณฑ์ดูแลทำความสะอาดบ้านเพิ่มสูงตามไปด้วย เช่น ไม้กวาด ไม้ถูพื้น และฟองน้ำ รวมถึงผลิตภัณฑ์ทำความสะอาด เช่น ผงซักฟอก น้ำยาฆ่าเชื้อ และสารฟอกขาว นอกจากนี้การเติบโตของตลาดผลิตภัณฑ์ทำความสะอาดในครัวเรือน เติบโตอย่างรวดเร็วจากการที่ผู้บริโภคมีมาตรฐานการครองชีพที่สูงขึ้น ช่วงสถานการณ์โควิด และนโยบายภาครัฐในช่วงปี 2563 ผู้บริโภคส่วนใหญ่ทำงาน รูปแบบ Work from home มีเวลาอยู่บ้าน ประกอบกับการแพร่ระบาดไวรัส ยังคงต่อเนื่อง ทำให้ผลิตภัณฑ์และอุปกรณ์ทำความสะอาดในครัวเรือน

กลายเป็นสิ่งจำเป็นสำหรับทุกครัวเรือน ทำให้ผู้ค้าส่งมีการจัดการเพื่อกระจายสินค้าอย่างครอบคลุมและทั่วถึง ผ่านร้านค้าปลีกในพื้นที่ต่าง ๆ เพื่ออำนวยความสะดวกต่อการเลือกซื้อผลิตภัณฑ์และอุปกรณ์ทำความสะอาด

ความเป็นมาของการวิจัย

ตลาดผลิตภัณฑ์ทำความสะอาดในครัวเรือน มีอัตราการเติบโตสูงขึ้นจากการขยายตัวของครัวเรือนในประเทศที่ผ่านมา ในลักษณะการขยายตัวของครอบครัวเดี่ยวในสังคมไทย ทำให้ผลิตภัณฑ์ทำความสะอาดในครัวเรือนมีการขยายตัวเพิ่มขึ้นตามไปด้วย จากข้อมูลการอยู่อาศัยในครัวเรือนไทย พบว่า การอาศัยอยู่ของครอบครัวในครัวเรือนมีขนาดเล็กลง และมีการแยกกันอยู่มากขึ้น สถิติค่าเฉลี่ย ปี 2563 พบว่า จำนวนสมาชิกในครัวเรือนไทยอยู่ที่ 2.4 คน เทียบกับ 5-6 คน เมื่อ 30 ปีก่อนหน้านี้ และจะมีครอบครัวที่อยู่คนเดียวมากขึ้น (สำนักงานการวิจัยแห่งชาติ, 2564) จำนวนครัวเรือนของไทยมีการขยายตัวเพิ่มขึ้นอย่างมากในช่วง 5 ปีที่ผ่านมา โดยเฉพาะในเขตเมืองหลวงในภูมิภาคที่มีพื้นที่อยู่อาศัยหนาแน่น ส่งผลให้ตลาดผลิตภัณฑ์ทำความสะอาดในครัวเรือน มีอัตราการเติบโตสูงขึ้นตามความต้องการที่เพิ่มขึ้น และจากสถิติตัวเลขภาพรวมตลาดทำความสะอาดในครัวเรือนตั้งแต่ปี 2559 มียอดรวมมูลค่าตลาดกว่า 2,400 ล้านบาท แบ่งเป็นตลาดผลิตภัณฑ์ทำความสะอาดบ้าน พบกว่า ผลิตภัณฑ์ทำความสะอาดพื้นร้อยละ 35.6 ทำความสะอาดห้องน้ำ ร้อยละ 57.5 พื้นผิวอเนกประสงค์ร้อยละ 3.5 และมีการขยายตัวเพิ่มขึ้น (MARKETEER, 2564) นอกจากนี้พฤติกรรมวิถีชีวิตของคนไทยได้เปลี่ยนแปลงไป โดยครอบครัวจะมีขนาดเล็กลง คนรุ่นใหม่มีไลฟ์สไตล์เร่งรีบในชีวิตประจำวัน และการแยกมาอาศัยครอบครัวที่มีขนาดเล็กลงเพิ่มขึ้น

นอกจากนี้ จากสถานการณ์โควิด-19 ในช่วงปี 2563 -2564 เกิดขึ้นอย่างรวดเร็วและรุนแรง ทำให้รัฐบาลประกาศมาตราการล็อคดาวน์ พนักงานบริษัทมีการทำงานในรูปแบบ Work from home นักเรียน/นักศึกษาใช้ระบบเรียนออนไลน์ ห้างสรรพสินค้าและร้านบางประเภทที่มีความเสี่ยงสูงต้องปิดให้บริการทำให้เกิดพฤติกรรมการเปลี่ยนแปลงของผู้บริโภค และภาพรวมส่งผลกระทบกับผู้ประกอบการค้าปลีกและค้าส่งในตลาดผลิตภัณฑ์ทำความสะอาดโดยรวม อย่างไรก็ดีจากสถานการณ์ดังกล่าวในมุมมองนักการตลาด และผู้ประกอบการในตลาดหลายธุรกิจต้องปรับตัวโดยเฉพาะในลักษณะ ธุรกิจ B to B เพื่อผลิตและบริการต่อ ขายต่อในตลาดเพื่อกระจายสินค้าในประเทศเพื่อให้การปรับตัวในภาวะวิกฤตนี้ผ่านช่วงสถานการณ์ดังกล่าวไปได้ ทำให้สนใจศึกษาวิจัยเรื่องกลยุทธ์การตลาดธุรกิจค้าส่ง B to B กรณีตลาดจำหน่ายอุปกรณ์ทำความสะอาดในกลุ่มร้านค้าปลีกและนิติบุคคลและการปรับตัวของผู้ประกอบการในตลาดช่วงสถานการณ์โควิด

ปัญหาของการวิจัย

จากสถานการณ์วิกฤตจากการแพร่ระบาดของระบาด COVID-19 ที่หลายธุรกิจหยุดผลิตสินค้าและบริการจากนโยบายรัฐบาลที่ให้ เว้นระยะห่างทางสังคม (Social Distancing) ซึ่งเป็นการลดลงของสินค้า และบริการในโซ่อุปทาน (Disruption in Global Supply Chain) ประกอบกับการชะลอตัวทางเศรษฐกิจทั่วโลก และในประเทศ การเลิกจ้างงานจากการปิดกิจการชั่วคราวและหลายธุรกิจปิดกิจการ มีการเลิกจ้างงานส่งผลต่อ รายได้ และการใช้จ่ายของผู้บริโภค ส่งผลต่อมีการชะลอการลงทุนของธุรกิจ ทำให้ผู้บริโภคชะลอการบริโภค ความต้องการลดลง (Feedback Loop into Demand) (คมน์ พันธรักษ, 2563) โดยผู้ค้าส่งเพื่อกระจายสินค้าในตลาดผลิตภัณฑ์ทำความสะอาด ได้รับ

ผลกระทบโดยตรง รวมถึงธุรกิจบริการทำความสะอาดในรูปนิติบุคคลลดการสั่งซื้อลง ผลจากสำนักงานส่วนใหญ่ปิดกิจการชั่วคราว ส่งผลต่อยอดขายที่ลดลงในตลาดผลิตภัณฑ์ทำความสะอาด และปัญหาการกระจายสินค้าสู่ตลาด

วัตถุประสงค์ของการวิจัย

1. เพื่อศึกษาพฤติกรรมการสั่งซื้อของผู้ประกอบการค้าปลีกและนิติบุคคลในตลาดผลิตภัณฑ์ทำความสะอาด
2. เพื่อศึกษากลยุทธ์การตลาดที่มีผลต่อการสั่งซื้อของผู้ประกอบการค้าปลีกและนิติบุคคลในตลาดผลิตภัณฑ์ทำความสะอาด
3. เพื่อศึกษากลยุทธ์ด้านตลาดของผู้ประกอบการในการปรับตัวตลาดค้าส่งผลิตภัณฑ์ทำความสะอาดครัวเรือนในช่วงสถานการณ์โควิด

ขอบเขตการวิจัย

ประชากรในการศึกษาครั้งนี้

1. ร้านค้าปลีก และลูกค้านิติบุคคลทั่วประเทศของบริษัทค้าส่งผลิตภัณฑ์ทำความสะอาด แห่งหนึ่งในเขตกรุงเทพมหานครที่มีลูกค้าเป็นร้านค้าส่งและลูกค้านิติบุคคล จำนวน 1,500 รายทั่วประเทศ โดยสุ่มกลุ่มตัวอย่างจำนวน 316 ราย

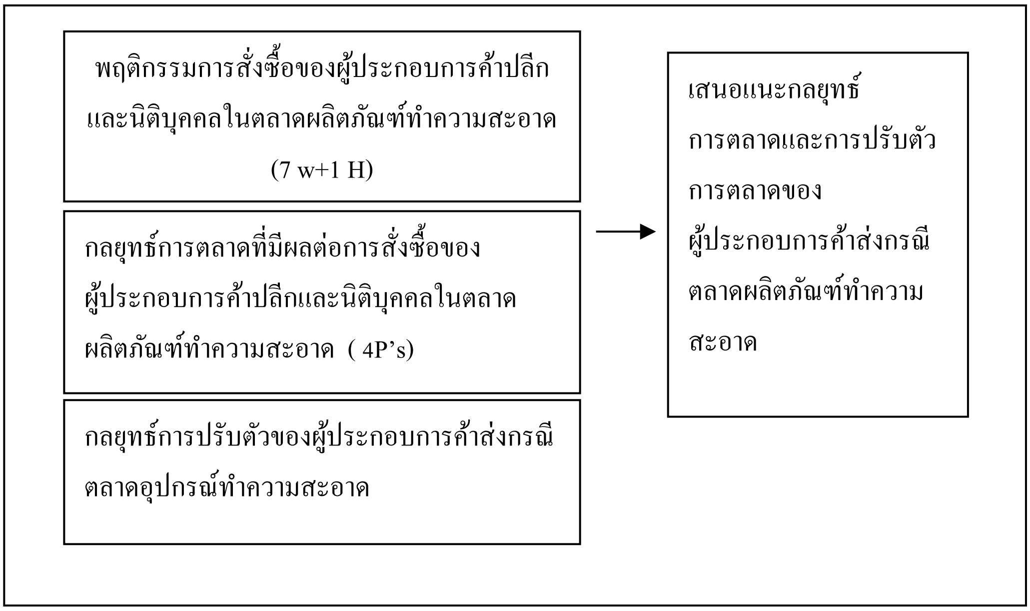
2. การศึกษาการปรับตัวของผู้ประกอบการในตลาดค้าส่งผลิตภัณฑ์ทำความสะอาดครัวเรือนในช่วงสถานการณ์โควิด ได้สัมภาษณ์ผู้ประกอบการ 1 รายจากผู้ประกอบการค้าส่งที่มีการกระจายสินค้าทั่วประเทศในตลาดผลิตภัณฑ์ทำความสะอาดในเขตกรุงเทพมหานคร

3. ศึกษาเนื้อหาด้านกลยุทธ์ ได้ศึกษา ส่วนประสมทางการตลาด 4 P’s ที่มีผลต่อการสั่งซื้อสินค้าของร้านค้าและนิติบุคคลในตลาดผลิตภัณฑ์ทำความสะอาด

ประโยชน์ที่คาดว่าจะได้รับ

เพื่อนำข้อมูลไปใช้ในการวางแผน และปรับกลยุทธ์การตลาดสำหรับสินค้า ผลิตภัณฑ์ทำความสะอาดของกลุ่มธุรกิจค้าส่ง B to B ในตลาด อีกทั้งเป็นแนวทางในการกระตุ้นยอดขายให้เพิ่มขึ้น และเป็นแนวการปรับตัวในการจัดการกลยุทธ์ของผู้ประกอบการธุรกิจค้าส่งผลิตภัณฑ์ทำความสะอาดในตลาดช่วงสถานการณ์โควิด ที่สามารถจัดการให้ผ่านพ้นไปได้ โดยเป็นกรณีศึกษาแก่ผู้ประกอบการอื่นในตลาดที่ดีหากมีภาวะวิกฤตในช่วงเวลาสถานการณ์วิกฤต

กรอบแนวคิดการวิจัย



ทบทวนวรรณกรรม

ฟิลลิปส์ คอตเลอร์ (2012) ได้ให้ความหมายส่วนประสมการตลาดว่า เป็นตัวแปรที่สามารถควบคุมได้โดยทางการตลาด หมายถึง การตอบสนองต่อความต้องการเป็นตัวแปรที่สามารถควบคุมได้ และสนองความต้องการของลูกค้าให้พึงพอใจได้

Kotler กล่าวถึงตัวแบบที่เน้นถึงทางเลือกพฤติกรรม (Behavioral choice) ซึ่งได้แสดงความสัมพันธ์ ระหว่างสิ่งที่ใส่เข้าไปกับสิ่งที่ออกมาโดยผ่านช่องทางและกระบวนการหรือตัวผู้บริโภคสิ่งที่ใส่เข้าไปถือว่าเป็นอิทธิพลในการซื้อซึ่งประกอบด้วย ราคาคุณภาพ การมีสินค้าอย่างเพียงพอ กับความต้องการ บริการแบบ ให้ทางเลือกและจินตภาพโดยผ่านจะผ่านช่องทางเหล่านี้เข้ามา ทางด้านความรู้สึกนึกคิดของผู้บริโภคที่เป็นตัวกระบวนการ และจึงส่งผลออกมาเป็นทางเลือกผลิตภัณฑ์ ทางเลือกตราสินค้า ทางเลือกร้านค้า ปริมาณที่จะซื้อ ความถี่ในการซื้อ

ศิริวรรณ เสรีรัตน์ (2546) ได้ให้ความหมายส่วนประสมการตลาดว่า หมายถึง ตัวแปรต่าง ๆ ที่จะทำให้ทุกอย่างมีความชัดเจนขึ้นในอัตราส่วนที่เหมาะสมและมีความพอดีกันจากความหมายส่วนประสมทางการตลาดข้างต้นที่สามารถสรุปได้ว่าส่วนประสมการตลาดนั้น หมายถึง เครื่องมือที่ใช้ในทางการตลาดซึ่งโดยกิจการนั้นๆ ใช้เพื่อที่จะเป็นการตอบสนองความต้องการของลูกค้า เพื่อให้เกิดความพึงพอใจ และสามารถทำให้บรรลุวัตถุประสงค์ของกิจการได้

กุลชลี ไชยนันตา (2539) ได้ให้ความหมายของการตัดสินใจซื้อว่า หมายถึงกระบวนของการเปรียบเทียบผลของการตอบแทน หรือผลประโยชน์ที่มีการคาดว่าจะได้รับจากทางเลือกหลาย ๆ ทาง โดยที่ผู้ตัดสินใจนั้นจะมีการเลือกทางเลือกที่ให้ประโยชน์ และมีความคุ้มค่าที่สูงที่สุดในการตัดสินใจซื้อ

อดุลย์ จาตุรงค์ (2543) ได้ให้ความหมายของกลยุทธ์ ไว้ คือเป็นการปฏิบัติการหรือการกระทำอย่างใดอย่างหนึ่งที่บริษัททำเพื่อให้เกิดผลงานดีเลิศ ส่วนการวางกลยุทธ์ (Strategy Formulation) กลยุทธ์เป็นแผนปฏิบัติ (Game plan) เพื่อให้บรรลุถึงเป้าหมายธุรกิจทุกแห่งต้อง กลยุทธ์เพื่อให้บรรลุถึงเป้าหมายของตน

วิธีดำเนินการวิจัย

ประชากรและกลุ่มตัวอย่าง

ประชากร คือ กลุ่มร้านค้า และบริษัทนิติบุคคล ของลูกค้าบริษัทค้าส่งผลิตภัณฑ์ทำความสะอาดที่มีการกระจายสินค้าทั่วประเทศ โดยมีพนักงานขายอยู่จำนวนทั้งหมด 10 ท่าน โดยพนักงานขายดูแลรับผิดชอบ ต่อลูกค้าจำนวน 150 ราย ดังนั้นกลุ่มร้านค้าที่เป็นประชากรในการศึกษามีทั้งหมด 1,500 ราย

ตารางของเครจซี่และมอร์แกน (Krejcie & Morgan) กำหนดให้สัดส่วนประชากร เท่ากับ 0.5 ระดับความคลาดเคลื่อนที่ยอมรับได้ร้อยละ 5 และระดับความเชื่อมั่น 95% โดยขนาดของกลุ่มตัวอย่างเท่ากับ 306 คน ทั้งนี้รวบรวมจริงภาคสนามได้จำนวนทั้งหมด จำนวน 316 ชุด

การเก็บรวบรวมข้อมูล

การรวบรวมข้อมูลพฤติกรรมและกลยุทธ์ที่มีผลต่อการสั่งซื้อผลิตภัณฑ์ทำความสะอาด ผู้วิจัยต้องเก็บรวบรวมข้อมูลภาคสนามก่อนช่วงสถานการณ์โควิด 2563 การเก็บตัวอย่างช่วงวันจันทร์ – วันศุกร์ วันทำการในการเก็บกลุ่มร้านค้าปลีกและนิติบุคคลที่เป็นลูกค้าของบริษัททั่วประเทศ และผู้ประกอบการ ในตลาดผลิตภัณฑ์ทำความสะอาด 1 ราย ในเขตกรุงเทพมหานคร จำนวน 1 ราย เดือนพฤศจิกายน 2564

การสร้างเครื่องมือในการทำวิจัย

เครื่องมือที่ใช้ในการวิจัยครั้งนี้เป็นแบบสอบถามซึ่งผู้วิจัยสร้างขึ้นจากการศึกษาแนวคิด ทฤษฎี และงานวิจัยที่เกี่ยวข้องรวมทั้งผู้ประกอบการค้าส่งผลิตภัณฑ์ทำความสะอาดในตลาดโดยตรง เพื่อสำรวจโดยเครื่องมือคือแบบสอบถาม แบ่ง 3 ตอน ดังนี้

ตอนที่ 1 คำถามเกี่ยวกับข้อมูลทั่วไปของกลุ่มตัวอย่าง มีลักษณะเป็นคำถามเลือกตอบ (Multiple Question)

ตอนที่ 2 คำถามเกี่ยวกับพฤติกรรมการสั่งซื้อของผู้ประกอบการค้าปลีกและนิติบุคคลในตลาดผลิตภัณฑ์ทำความสะอาด

ตอนที่ 3 คำถามเกี่ยวกับกลยุทธ์ส่วนประสมทางการตลาดที่ผลต่อพฤติกรรมการตัดสินใจสั่งซื้อผลิตภัณฑ์ทำความสะอาดของร้านค้าปลีกและนิติบุคคลในตลาดผลิตภัณฑ์ทำความสะอาด

การแบ่งอันตรภาคชั้นใช้สูตรการแบ่งเป็น 5 อันตรภาคชั้น เพื่อให้การแปลความหมายได้ใช้เกณฑ์ ช่วงคะแนนค่าเฉลี่ย แปลผลคือ ค่าเฉลี่ย 4.21 – 5.00 หมายความว่า ระดับความสำคัญมีผลมากที่สุด 3.41 – 4.20 หมายความว่า ระดับความสำคัญมีผลมาก 2.61 – 3.40 หมายความว่าระดับความสำคัญมีผลปานกลาง 1.8-1.60 ระดับความสำคัญมีผลน้อย และ 1.0-1.80 ระดับความสำคัญมีผลน้อยที่สุด

การวิเคราะห์ข้อมูล ค่าสถิติที่ใช้ในงานวิจัย ได้แก่ ความถี่ (Frequency distribution) ร้อยละ (Percentage) ค่าส่วนเบี่ยงเบนมาตรฐาน (Standard deviation) ค่าเฉลี่ย (Mean)

ผลการวิจัยและอภิปรายผล

1. ข้อมูลทั่วไปของร้านค้ากลุ่มตัวอย่างและนิติบุคคลทั่วประเทศ

พบว่า กิจการของกลุ่มตัวอย่างส่วนใหญ่เป็นนิติบุคคล มีจำนวนร้อยละ 63.9 และเป็นกิจการแบบเจ้าของคนเดียว คิดเป็นร้อยละ 36.1 มีระยะเวลาของกิจการอยู่ระหว่าง 3-5 ปี ร้อยละ 36.4 รองลงมามีระยะเวลาของกิจการอยู่ระหว่าง 1-2 ปี จำนวนร้อยละ 35.8 มีระยะเวลาของกิจการอยู่ระหว่าง 5-7 ปี ร้อยละ 18.7 และมีระยะเวลาของกิจการ

มากกว่า 7 ปีขึ้นไป จำนวนร้อยละ 9.2 ตามลำดับ มีรายได้ของกิจการ 500,001-1,000,000 บาท จำนวนร้อยละ 42.1 รองลงมามีรายได้ต่ำกว่าหรือเท่ากับ 100,000 บาทจำนวนร้อยละ 20.9 มีรายได้100,001-500,000 บาท จำนวนร้อยละ 20.3 และมีรายได้ตั้งแต่1,000,001 บาทขึ้นไป จำนวนร้อยละ 16.7 ตามลำดับ สอดคล้องกับงานวิจัยของสุจินดา เจียมศรีพงษ์ ในงานวิจัยเรื่องปัญหาและแนวทางแก้ไขเพื่ออนาคตการค้าปลีกที่ยั่งยืน ลักษณะกลุ่มตัวอย่างร้านค้าปลีกมีระยะเวลาดำเนินกิจการส่วนใหญ่จะมีอายุ ไม่เกิน 10 ปี คือ จะมีระยะเวลาในการประกอบธุรกิจอยู่ระหว่าง 1-5 ปี รองลงมามีระยะเวลาอยู่ระหว่าง 6-10 ปี

2. พฤติกรรมการสั่งซื้อของผู้ประกอบการค้าปลีกและนิติบุคคลในตลาดผลิตภัณฑ์ทำความสะอาด

พบว่า กลุ่มร้านค้าปลีกและนิติบุคคล มีเหตุผลในการสั่งซื้อ เพราะคุณภาพมากที่สุด มีจำนวนร้อยละ 65.5 รองลงมาด้าน ราคาจำนวนร้อยละ 14.2 และเหตุผลซื้อเพราะ ตราสินค้า คิดเป็นจำนวนร้อยละ 7.3 ซื้อเพราะการโฆษณา ร้อยละ 5.4 และซื้อเพราะเป็นสินค้าผลิตในประเทศ จำนวนร้อยละ 4.1 และเป็นสินค้าผลิตจากต่างประเทศ จำนวนร้อยละ 3.5 ตามลำดับ ความถี่ในการสั่งซื้อ พบว่า การสั่งซื้อสินค้า 2-3 ครั้งต่อเดือน จำนวนร้อยละ 49.1 รองลงมามีความถี่ในการสั่งซื้อสินค้า เดือนละ1 ครั้ง และ สั่งซื้อสินค้า 4-5 เดือนต่อครั้ง มีจำนวน ใกล้เคียงกันคือ ร้อยละ21.5 และ 20.9 และมีความถี่ในการสั่งซื้อสินค้า 6 เดือนต่อครั้งหรือนานกว่าจำนวน ร้อยละ 8.5ตามลำดับ ประเภทผลิตภัณฑ์ ที่สั่งซื้อ ส่วนใหญ่ซื้อผลิตภัณฑ์ถูพื้น ร้อยละ 35.1 รองลงมาซื้อผลิตภัณฑ์ล้างห้องน้ำ ร้อยละ 25.9 ซื้อผลิตภัณฑ์อเนกประสงค์ CDD ร้อยละ 20.3 ซื้อผลิตภัณฑ์ล้างจาน จำนวนร้อยละ 17.1 และซื้อผลิตภัณฑ์ทำความสะอาดเสื้อผ้า ร้อยละ 1.6 ตามลำดับ โดยมีค่าใช้จ่ายในการสั่งซื้อ 15,001-30,000บาท จำนวน ร้อยละ 45.6 รองลงมามีค่าใช้จ่ายในการซื้อน้อยกว่า 15,000 บาทจำนวน ร้อยละ 29.1 มีค่าใช้จ่ายในการซื้อ30,001-60,000 บาท จำนวน ร้อยละ 13.6 และมีค่าใช้จ่ายในการซื้อ60,001 บาทขึ้นไป มีจำนวนร้อยละ 11.7 ตามลำดับ

3. กลยุทธ์ส่วนประสมทางการตลาดที่ผลต่อการสั่งซื้อของผู้ประกอบการค้าปลีกและนิติบุคคลในตลาดผลิตภัณฑ์ทำความสะอาด

พบว่ากลยุทธ์ส่วนประสมทางการตลาดด้านผลิตภัณฑ์ ด้านผลิตภัณฑ์โดยภาพรวมอยู่ในระดับมาก โดยมีค่าเฉลี่ยเท่ากับ 3.80 เมื่อพิจารณาเป็นรายด้านพบว่า มีหลายหลายผลิตภัณฑ์ให้เลือก มีค่าเฉลี่ยเท่ากับ 3.90 มีความสำคัญในระดับมาก รองลงมา คือ สินค้ามีรูปแบบทันสมัย และตรายี่ห้อที่มีชื่อเสียง มีค่าเฉลี่ยเท่ากับ 3.80 มีความสำคัญในระดับมาก และรูปแบบของบรรจุภัณฑ์ที่มีความสวยงาม มีค่าเฉลี่ยเท่ากับ 3.80 มีความสำคัญในระดับมาก กลยุทธ์ด้านราคาโดยภาพรวมอยู่ในระดับมาก โดยมีค่าเฉลี่ยเท่ากับ 3.80 เมื่อพิจารณาเป็นรายด้านพบว่า ราคาของผลิตภัณฑ์เหมาะสมกับคุณภาพของสินค้ามีค่าเฉลี่ยเท่ากับ 3.90 มีความสำคัญในระดับมาก รองลงมา คือ ราคาของผลิตภัณฑ์ถูกกว่าคู่แข่งขันมีค่าเฉลี่ยเท่ากับ 3.70 มีความสำคัญในระดับมาก สอดคล้องกับงานวิจัย ของดวงพร เศาภายน (2546) งานวิจัยเรื่องปัจจัยด้านสภาพแวดล้อมในร้านค้าปลีก สินค้ามีความหลากหลาย มีความทันสมัยตรงความต้องการ มีคุณภาพที่ดี และสอดคล้องกับงานวิจัยของสถาบันวิจัยเพื่อการพัฒนาประเทศไทย (2560)โครงการศึกษาธุรกิจค้าปลีกค้าส่งเพื่อเตรียมความพร้อมในการยกร่างกฎหมายการประกอบธุรกิจค้าปลีกค้าส่งที่เหมาะสมกับประเทศไทย โดยผลการวิจัยพบว่า พฤติกรรมการเลือกซื้อสินค้าของผู้บริโภคที่เปลี่ยนแปลงไป ประกอบกับข้อจำกัดของ เวลาทำให้ผู้บริโภคต้องการซื้อสินค้าหลาย ประเภทในที่เดียวกัน สอดคล้องกับงานวิจัย (ธนาคารกสิกร, 2559) เจาะ ลึกธุรกิจค้าส่งสินค้าไทยข้ามชายแดนบุกประเทศเพื่อนบ้าน พบว่า ผู้ค้าส่งเพิ่มความหลากหลายของสินค้า พยายามเน้นสินค้าและบริการที่ตอบสนองต่อความต้องการของคนในพื้นที่มากกว่า มีราคาที่แข่งขันในตลาดได้

กลยุทธ์ด้านช่องทางการจัดจำหน่ายโดยภาพรวมอยู่ในระดับมาก โดยมีค่าเฉลี่ยเท่ากับ 3.97 เมื่อพิจารณาเป็นรายด้านพบว่า พนักงานขายมีการติดตามดูแลอย่างสม่ำเสมอ มีค่าเฉลี่ยเท่ากับ 3.95 มีความสำคัญในระดับมาก รองลงมา คือ การจัดส่งสินค้าตรงต่อเวลา มีค่าเฉลี่ยเท่ากับ 3.69 มีความสำคัญในระดับมาก และสามารถสั่งซื้อผลิตภัณฑ์จากบริษัทได้ตลอดเวลาทำการของบริษัทมีค่าเฉลี่ยเท่ากับ 3.65 มีความสำคัญในระดับมาก ด้านการส่งเสริมการตลาดโดยภาพรวมอยู่ในระดับมาก โดยมีค่าเฉลี่ยเท่ากับ 4.00 เมื่อพิจารณาเป็นรายด้านพบว่า มีความหลากหลายของโปรโมชั่น และมีการจัดกิจกรรมต่าง ๆ ผ่านสื่อออนไลน์มีค่าเฉลี่ยเท่ากับ 4.28 มีความสำคัญในระดับมากที่สุด รองลงมา คือ มีโปรโมชั่น ส่วนลดและแจกของแถม มีค่าเฉลี่ยเท่ากับ 3.80 มีความสำคัญในระดับมาก สอดคล้องกับงานวิจัยการสื่อสารการตลาดของร้านค้าส่งในยุคโมเดิร์นเทรด: กรณีศึกษา ห้างหุ้นส่วนจำกัด สินชัยการสุราของร้านสินชัย กลยุทธ์ที่มุ่งเน้นความสม่ำเสมอเพื่อให้เกิดความพึงพอใจสูงสุดต่อลูกค้า มีการพัฒนาเรื่องการสื่อสารการตลาดควบคู่ไปกับการพัฒนาเทคโนโลยีใหม่ๆ ซึ่งเป็นปัจจัยเกื้อหนุนกันให้ร้านสินชัยสามารถดำเนินกิจการ ได้ต่อไป และสอดคล้องกับงานวิจัยของบุษกร หวังนพ (2558) การจัดการร้านค้าส่งและการสื่อสารทางการตลาดแบบบูรณาการที่มีอิทธิพลต่อพฤติกรรมการซื้อสินค้าของผู้บริโภคในเขตพระสมุทรเจดีย์ จังหวัดสมุทรปราการ ผลจากการศึกษาลักษณะการจัดการการร้านค้าส่งตามการรับรู้ของผู้บริโภค พบว่าคุณภาพสินค้า โดยรวมอยู่ในระดับมาก และ ด้านการส่งเสริมการขาย การโฆษณา ด้านการขายโดยพนักงานขาย เพื่อเป็นการสร้างความพึงพอใจ ความประทับใจ และเป็นการสร้างความสัมพันธ์อันดี ซึ่งอาจจะส่งผลต่อยอดขายและส่วนแบ่งตลาดที่เพิ่มสูงขึ้น

ข้อมูลการสัมภาษณ์เพื่อการปรับตัวของผู้ประกอบการ โดยผู้ประกอบการได้รับผลกระทบอย่างมากในช่วงปีแรก คือ ปี 2563 จากนโยบาย Work form home ของภาครัฐ กลุ่มลูกค้าค้าปลีกและนิติบุคคลโดยเฉพาะ บริษัทบริการรักษาความสะอาดสำนักงาน เนื่องจากสถานการณ์โควิดมีการปิดตัวหลายสำนักงาน และเริ่มปรับตัวดีขึ้น อย่างไรก็ตาม จากการจัดจำหน่ายเพื่อกระจายส่งผลิตภัณฑ์ทำความสะอาดยังดำเนินการต่อเนื่องในช่วงระหว่าง ปี 2563 – 2564 เหมือนเดิม จากกลุ่มลูกค้าเดิม แต่จากสถานการณ์การปิดกั้นในการออกจากบ้าน การเว้นระยะห่าง ตามนโยบายภาครัฐ ทำให้ผู้ประกอบการมีการจัดการผ่านระบบออนไลน์ โดยการสร้างเฟสบุ้ค และไลน์ เพื่อช่วยประสานติดต่อลูกค้าเก่าและและได้กลุ่มลูกค้าใหม่เพิ่มขึ้น โดยมียอดขายผ่านออนไลน์เพิ่มขึ้นกว่าร้อยละ 25 และมีการพัฒนาตลาดค้าส่งโดยได้ตลาดผู้ค้าส่งกลุ่มใหม่ จากประเทศเพื่อนบ้าน ลาว พม่า กัมพูชา เพิ่มอีก 2-3 ราย ตลาดกลุ่มนี้ทำให้มียอดขายโดยรวมของการค้าส่งเพิ่มขึ้นร้อยละ 10

อย่างไรก็ดี ผลิตภัณฑ์กลุ่มทำความสะอาดในครัวเรือนมียอดขายลดลงร้อยละ 40 ช่วงสถานการณ์ โควิด 19 การปรับตัวด้านกลยุทธ์การตลาด ทำให้ผู้ประกอบการหันไปจำหน่ายผลิตภัณฑ์ทำความสะอาด กลุ่มแอกอฮอล์เพิ่มขึ้น กลายเป็นช่วงการปรับตัวเพื่อสร้างโอกาสในทางการตลาดโดยมียอดขายเพิ่มขึ้นร้อยละ 30-40 ต่อเดือนในช่วงสถานการณ์โควิดที่ผ่านมา และเนื่องจากกำลังการซื้อผู้บริโภคลดลงในช่วงสถานการณ์โควิด ทำมีการปรับตัวเพื่อขยายผลิตภัณฑ์กลุ่มเบ็ดเตล็ดที่มีราคาถูกและจำหน่ายง่ายขึ้นส่งผ่านร้านค้าปลีก เพื่อตอบสนองกำลังซื้อที่ลดลงของผู้บริโภค เนื่องจากร้านค้า 20 บาท เป็นเทรนธุรกิจที่มีการขยายเฟรนชาย์ เป็นกลุ่มผลิตภัณฑ์เบ็ดเตล็ด ที่ตลาดนิยมเพื่อจำหน่ายในราคา 20 บาท ทำให้ยอดขายกลุ่มผลิตภัณฑ์นี้เพิ่มขึ้นจากการปรับตัว โดยปัจจุบันบริษัทหันมาขยายตลาดผลิตภัณฑ์เบ็ดเตล็ดกลุ่มนี้และมีกำไรเพิ่มขึ้น นอกจากนี้ การจัดการด้านการกระจายสินค้า และการจัดส่งเสริมการตลาดบริษัทยังคงนโยบายเดิมในกลุ่มผลิตภัณฑ์ทำความสะอาด โดยมีการกระจายสินค้าและมีพนักงานขายเข้าพบลูกค้าร้านค้าปลีกและนิติบุคคลทั่วประเทศเช่นเดิม โดยจากข้อมูลการสำรวจก่อนปี 2563 ในการวิจัยครั้งนี้ เพื่อนำเสนออีก

ครั้งกับผู้ประกอบการ ยังยืนยันเป็นข้อมูลการสั่งซื้อที่ใกล้เคียงปัจจุบันช่วงสถานการณ์โควิด แต่กำลังซื้อมีลดปริมาณลง และเพิ่มเติมคือกลยุทธ์การส่งเสริมการตลาดสำหรับร้านค้าปลีกและกลุ่มนิติบุคคล มีเพียงเฉพาะกลุ่มลูกค้าเก่า ใช้นโยบายขยายเครดิตการชำระให้ยาวขึ้น และช่องทางติดต่อผ่านระบบออนไลน์เพิ่มขึ้นในการติดต่อลูกค้า และโฆษณาสื่อสารการตลาดผ่านระบบออนไลน์โดยได้ลูกค้าใหม่ผ่าน สื่อโซเชียล โดยเฉพาะเฟสบุ๊คและการติดต่อเพื่อปิดการขายผ่านไลน์ โดยสอดคล้องกับ งานวิจัย กสิกรไทย (2558) การเพิ่มช่องทางการจัดจำหน่าย ด้วยยุคสมัยของการทำการค้าที่เปลี่ยนแปลงไป เทคโนโลยีการสื่อสารผ่าน Social Media เข้ามามีบทบาทต่อการดำเนินชีวิตของคนในปัจจุบันมากขึ้น สามารถอำนวยความสะดวกและเข้าถึงกลุ่มลูกค้าได้อย่างกว้างขวาง ดังนั้น การเพิ่มช่องทางการขาย หรือที่เรียกว่า E-Commerce/E-Trader หรือแม้แต่การติดต่อประสานงาน พูดคุยกับลูกค้าผ่าน Social Media ต่างๆ อาทิ App. Chat Line Facebook ก็น่าจะเป็นอีกหนึ่งช่องทางที่สามารถเข้าถึงกลุ่มลูกค้าได้ง่ายและสะดวกขึ้น นอกจากนี้ยังสอดคล้องกับแนวคิดการปรับตัวของผู้ประกอบการ ของแมคคีย์ (McKee et al., 1989) ได้กล่าวว่ากระบวนการ ที่ผู้ประกอบการใช้ในการประมวลข้อมูลต่าง ๆ จากสภาพแวดล้อมภายนอกและใช้ข้อมูลดังกล่าวเพื่อปรับตัว มีความเกี่ยวข้องกับการปรับเปลี่ยนกลยุทธ์การแข่งขัน และการวางกลยุทธ์ให้ เหมาะสมกับสภาพแวดล้อมต่าง ๆ ไม่มีผู้ประกอบการใดที่สามารถอยู่รอดได้ตลอดโดยไม่มีการปรับตัว ผู้ประกอบการจำเป็นต้องปรับตัวให้เข้ากับสภาพแวดล้อมทางสังคม ซึ่งระดับของการปรับตัวขึ้นอยู่กับ ปัจจัยแวดล้อมต่าง ๆ การปรับตัวมีความเกี่ยวข้องกับธุรกิจในหลาย ๆ มิติ

ข้อเสนอแนะ

1.การเลือกผลิตภัณฑ์เพื่อค้าส่งสำหรับผลิตภัณฑ์ทำความสะอาดในตลาด ควรมีผลิตภัณฑ์ที่หลากหลายให้ร้านค้าและนิติบุคคลเลือกได้อย่างเหมาะสมกับกลุ่มลูกค้าและประเภทที่เหมาะสมในการใช้กับครัวเรือน เพื่อให้เป็นโอกาสในการขายในแต่ละพื้นที่สำหรับการจำหน่ายต่อไปยังผู้บริโภคแต่ละพื้นที่และกลุ่มเป้าหมายที่แตกต่างกัน นอกจากนี้ ควรมีรูปแบบที่ทันสมัย เป็นแบรนด์ชื่อเสียง บรรจุภัณฑ์ที่สวยงาม

2.ด้านราคา ต้องมีความเหมาะสมกับคุณภาพ และมีราคาถูกกว่าคู่แข่ง โดยผู้ประกอบการต้องตรวจสอบพื้นที่การกระจายสินค้า หากพื้นที่มีคู่แข่งมาก และกลุ่มลูกค้ามีกำลังจ่ายน้อยจำเป็นต้องเสนอผลิตภัณฑ์ที่มีราคาถูกเหมาะสมกับคุณภาพ แต่สามารถเลือกผลิตภัณฑ์มีแบรนด์ที่สามารถสร้างความแตกต่างจาก คุณภาพและแบรนด์ที่รู้จักมาจำหน่ายในพื้นที่ที่เหมาะสมกับฐานลูกค้ากลุ่มต่าง ๆ เพื่อเป็นทางเลือกที่หลากหลาย

3.กลยุทธ์การจัดจำหน่าย ควรมีการเข้าเยี่ยมร้านค้าปลีกและนิติบุคคลอย่างสม่ำเสมอ และสามารถจัดการสินค้าเพื่อส่งตรงเวลา และเพิ่มอำนวยความสะดวกที่สามารถติดต่อได้ตลอดในการสั่งซื้อ

4.กลยุทธ์ด้านการส่งเสริมการตลาด ควรจัดโปรโมชั่นที่หลากหลาย และกิจกรรมร่วมกับลูกค้า โดยสามารถเล่นกิจกรรมร่วมกับลูกค้าผ่านการสื่อสารระบบออนไลน์ โซเชียลมีเดีย เช่น เฟสบุ๊ค ไลน์ ทั้งนี้ กิจกรรมที่นิยม ยังเป็นการลดแลกแจกแถม โดยช่วงสถานการณ์โควิด กิจกรรมที่ดีที่สุดคือ ยืดระยะเวลาการชำระ

5. กลยุทธ์การปรับตัวสำหรับผู้ประกอบการค้าส่งในตลาดผลิตภัณฑ์ทำความสะอาดในครัวเรือน ในช่วงสถานการณ์โควิด ช่วงสภาวะวิกฤต พบว่า ผู้ประกอบการสามารถปรับตัวกับสภาพแวดล้อมที่เปลี่ยน ทำช่วงเวลาดังกล่าวให้เป็นโอกาสในตลาด คือสามารถขายผลิตภัณฑ์ทำความสะอาดในกลุ่มแอกอฮอล์มียอดขายที่เพิ่มขึ้น พร้อมกับ สภาพแวดล้อมทางเศรษฐกิจที่มากระทบ และกำลังการซื้อที่ลดลง มีการปรับตัวเพื่อขยายผลิตภัณฑ์ใหม่ในกลุ่มเบ็ดเตล็ดเพื่อจำหน่ายผลิตภัณฑ์ในราคาถูกลงตอบรับกับสภาวเศรษฐกิจ นอกจากนี้มีการปรับกลยุทธ์ตลาดช่วงที่

รัฐบาลกำหนดนโยบาย Work form home พนักงานขายพบลูกค้าได้ลำบากมากขึ้น ทำให้เพิ่มช่องทางสื่อสารผ่านระบบออนไลน์ และเป็นโอกาสในการขยายตลาดใหม่ โดยได้ระหว่างประเทศ โดยเฉพาะลูกค้าในแถบประเทศเพื่อนบ้าน ทำให้มียอดขายที่เพิ่มขึ้นจากการปรับตัวในช่วงสถานการณ์ ฉะนั้นสำหรับผู้ประกอบการค้าส่งต้องเรียนรู้สภาพแวดล้อมภายนอก และการปรับกลยุทธ์อย่างเหมาะสมกับช่วงสถานการณ์ที่เปลี่ยนจะสามารถปรับวิกฤตเป็นโอกาสในตลาดได้

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Challenges Professional Sports Faced During Covid-19 Pandemic With No Fans in Attendance

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Abstract

This study investigates the financial and socio impact on professional sporting organizations during the unprecedented times of the COVID-19 where the entire global sports ecosystem, competition organizers, owners, athletes, broadcasters, sponsors, suppliers, and fans were affected by the shutdown of sports during the pandemic. The research analyses the pandemic's severe economic and social impact on significant sports along with the new normal of the return to the business at stadiums without fans in attendance. The study utilized documentary research citing past academic research and documented articles from recognized print and digital media sources. The analysis in the research showed throughout the pandemic that with the ability to plan, adapt, and innovate, major sporting organizations were to return sports to tv screens without fans in stadia successfully. In conclusion, the research aimed to conduct a brief analysis of the overall impact of the Coronavirus pandemic on the world of professional sports.

Keywords: unprecedented circumstances, economic impact, new normal.

Introduction

Research Background

Living through unprecedented times was an understatement as the global lockdown began to unfold; in March of 2020, due to the onset of the COVID-19 pandemic, sports, across all platforms, were a high-profile casualty of the global onslaught of the pandemic. Sporting events across the globe spent the first couple of months mothballed. When they did return, they returned to empty arenas and stadiums the world over. This unheralded phenom highlighted how valuable, in terms of monetary and social value, spectators have on the impact of professional sports (Edgar, 2021). According to (Bond et al., 2020), elite football, with a concentration on the most viewed league in the world, the English premier league suffered massive financial losses in revenues during the Covid-19 Pandemic with the cancellation and postponement of major tournaments and the restrictions on not allowing fans in attendance at vast stadia's, in turn showing up the weaknesses and of the financial ecosystem of the business of professional football. (Reade & Singleton, 2021) stated that major sporting events, held in a behind closed doors system, affected the finances of the sporting organizations and harmed the on the field performances of the athletes, with a host of academic studies showing that without crowds in attendance, athletes' performances were affected. The pandemic showed no mercy to major sporting events with turmoil witnessed the world over with the disruption, not seen in almost 50-years. Sporting events were canceled in their entirety, like the world-renowned Boston Marathon, or some were rescheduled to a later date, with no fans in attendance, such as the NBA, which finished its season in a bubble isolation zone, at Walt Disney World, with zero fans in attendance. 2020 was such a unique year for professional sports across the globe with the forced timeout for events and, more importantly, when events resumed, stadiums were empty, with no fans in attendance. The sport continued throughout the year, but the financial impact on teams and organizations was extreme, with the continued impact of fans not being allowed to attend sporting events (Horky, 2020). The loss of fans at stadiums during the Covid-19 pandemic also had a significant effect on the psychological performance of the players on the pitch and on the courts without the roar of fans where scenes such as Liverpool Football Club winning their first premier league trophy was celebrated in an empty stadium (Olley, 2020).

Research Problems

The shutdown of allowing fans in sporting arenas the world over caused a significant problem not just for the arena owners and fans but also for the athletes who thrived on the roar of the fans to motivate and incite. It was a weird situation that faced sports teams during the pandemic. They had to invent new ways of creating atmospheres with fake noise blared across speakers and mockups of cardboard cutouts of fans behind goals; virtual crowds brought a whole new meaning during the pandemic (Wharton, 2020). The initial shutdown of all sporting events for the first couple of months of the pandemic was estimated to have cost $5 billion, given the loss in ticket sales, concessions, TV broadcasts, and sponsorships. Revenue losses continued to worsen with the return of spectator-less events, with shortened seasons continued significant revenue losses (Birnbaum 2020). The loss of earnings for the National Basketball League was staggering, with an estimated $800 million in ticket sales when they were forced to move their season to the spectator more minor bubble at Walt Disney World in Florida (Kochkodin, 2020). Sports broadcasters faced such a unique challenge in engaging with the problem of hosting events in empty and soulless stadiums. This problem witnessed the innovative usage of virtual crowd noise. However, capturing the emotional resonance of fans in the stadiums was an unsurmountable challenge as the fans make the stadium come alive on game day (Majumdar & Naha, 2020). Another major issue facing sports to return fans to stadia is the risks of spreading and contracting. Teams at Reading University found an enormous risk to those attending sporting events (Reade, 2020). Getting fans back into stadiums during the continuation of the pandemic has come with varied results; researchers at Washington University developed a model to better understand the risks of re-opening stadiums to fans with the findings stating that to reduce the risks of spreading the virus, mask-wearing and proper social distancing would have to be adhered too, with temperature checking at the turnstiles another factor to help reduce the risks involved (Gaskell, 2020). Sporting organizations have been forced to source innovative ways to create other sources of revenue without fans in attendance during broadcasts of major sporting events, with many turning to social media platforms to gain fan retention and by building on these audience bases, there is potential to generate sponsorship revenues. However, this task risks generating a large audience base; content creation needs to be consistent and highly innovative (Neureiter, 2021).

Objective of the Study

The overviewed purpose of the study is to investigate and investigate the daunting challenges faced by the world of professional sports during the ongoing COVID-19 pandemic. This phenom has affected sports across the globe in an unprecedented manner. The Study will examine how sports organizations and broadcasters have had to forcefully adapt to a whole new business environment during these times. In addition, we will look at the seismic economic crash the pandemic has caused in the world of sports. Moreover, this study will look at recommendations and policies of implementation that were and are continued to be needed for professional sports to survive without crowds in attendance.

Scope of the Study

The study focuses on the financial and social impact of the loss of having audiences in sporting arenas during the COVID-19 pandemic and look at how professional sports organization survived during this period. In addition, the study will also look at the lessons learned for significant sporting brands with the exponential financial losses of hosting events with fans in arenas. The documentary research carried out in the literature review used well-sourced and published academic articles and credible media outlets and global governmental documents reviewed and quoted in the Study.

Research Significance

The Study will highlight the financial and social pitfalls for major sporting organizations during the Covid-19 pandemic. The research will revise the practices put in place to safeguard the return of fans to attend sporting events. The Study will also illustrate strategies that were put in place to adapt vast financial shortfalls of the organizations affected by losing fans in attendance.

Literature Review

Unprecedented circumstances

In March of last year, the world awoke to dawn when the sporting world, like so many other regular facades of daily life, was put on hold with the outbreak of the covid-19 pandemic. Many of the biggest and most popular sports were suspended, such as the NBA and the Tokyo Olympics, due to the perception that people became a risk to each other when gathering in groups or large crowds. In the second half of 2020, significant sports had resumed under a bubble mindset where practices were put in place to host major sporting events in safe and secured environments without fans in attendance (Cohen & Radnofsky, 2020).

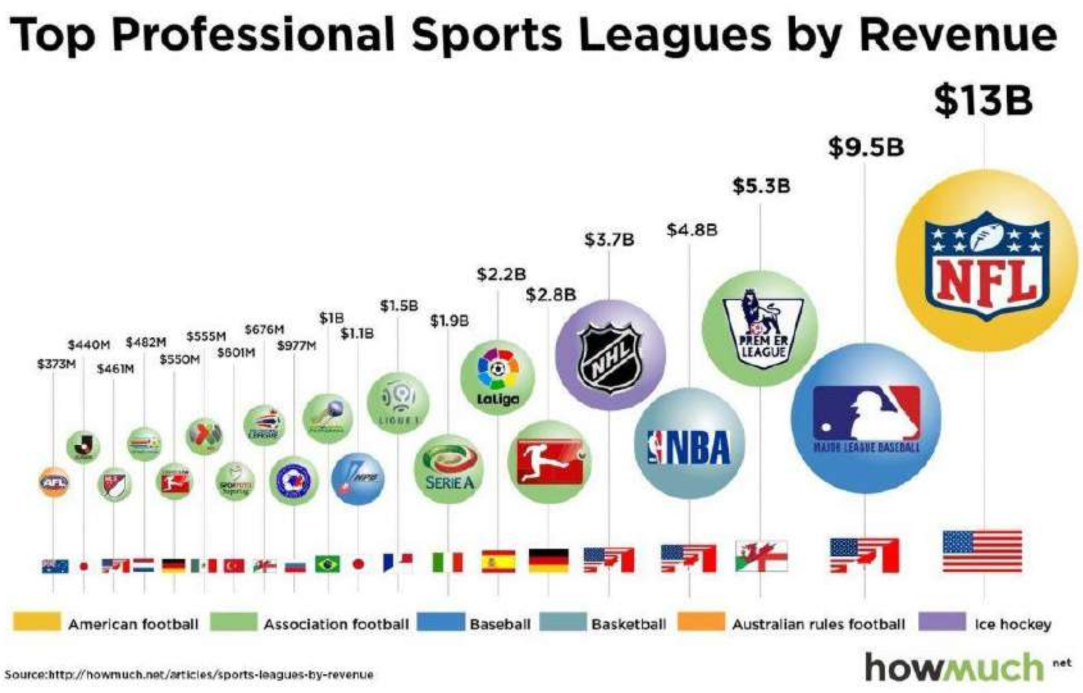
In the UK, where the English Premier League is an iconic sporting fixture for ten months of the year, in cities up and down the country, the first match to be postponed in March of 2020 was the Manchester City versus Arsenal fixture, a game which is played in front of 55,000 fans. This was the first sign that alarm bells were ringing. With that, the entire league shut down for 100 days forcing a sudden loss of revenue and, in turn, caused a runaway knock-on effect to the organizations which rely on game day, in-stadium revenues, and TV broadcast deals (Mallows, 2020).

An article in CNET sports stated that as the most-watched sporting league in the world, the shutdown of the English premier league has reverberations across many other sporting leagues, with FIFA (the world governing body for soccer) also announcing blanket postponement on international football matches due to the growing fears of the pandemic (Trenholm, 2020). The 2020 Tokyo Olympics was the biggest sporting event victim of the pandemic when the Japanese government and the IOC decided to postpone last summer's Olympics games. In terms of a blow to everyone involved in the postponement, the Japanese economy was to be struck as the host country had spent an estimated $12bn on the buildup to hosting the showpiece of the summer sporting calendar (McCurry & Ingle, 2020). In a published report from The World Economic Forum, the upending of the global sporting calendar had far-reaching financial and social ramifications with a value on the global sports industry set at $471bn in 2018, up from 45% in the previous eight years. The Coronavirus pandemic halted that upward trajectory like never seen before (Hall, 2020). March 11, 2020, saw the sporting juggernaut of the National Basketball league (NBA) come to a shuddering halt as teams, on the advice of public health officials, either began postponing all NBA games (Lacques, 2021).

Economic Impact

At the start of 2020, the global sporting market was valued a whopping US$756bn, on an annual basis, divided up into the power markets of the USA, Europe, and China with a trend of an upward trajectory year on year. Global sports are a huge financial windfall for those involved. The Rio Olympics welcomed over 1 million foreign and domestic spectators. The graph below shows the world's wealthiest sports by annual revenues (Svensson & Radmann, 2021).

One of the biggest draws of professional sports is its ability to attract large crowds of people into arenas the world over, bringing direct and indirect revenues as a value chain to bring economic prosperity to many ecosystems within the value chain. It is estimated that the stadia market is worth an estimated US$ 50bn dollars per annum, with the onslaught of the Coronavirus. Moreover, with the shuttering of stadiums, losses would be seismic and inevitable (Somoggi, 2020). A Forbes publication states that English premier league teams will incur upwards of millions of US dollars of losses during the pandemic (Nicoll, 2021). Deloitte's Sports Business Group reported that the English Premier League lost in the region of 1.6bn euros during the season postponement and with no fans in attendance with the season restart. Football clubs in the UK base their earning calculations on having half of their season (estimated 25 games) played at home, where spectators come through the turnstiles and in turn spend large amounts of disposable income with the stadia on food beverages, and merchandise. With the onset of Covid-19, all these revenues disappeared (Wright & Bate, 2021). The economic impact on professional sports not only erased millions in revenue but also caused an incredible amount of job losses within the industry among major US sporting organizations. The impact on industry job losses was staggering, with an estimated 3 million jobs reliant on sports. The knock-on effect had far-reaching impacts with the loss of revenues for sports travel and hospitality (ESPN, 2020). Penn State University in the United States witnessed losses of up to $60 US Dollars in the fiscal year with operating losses of $35US Dollars. A staggering $45 million was lost in ticket sales with the ban on fans attending games and the shortened season due to t pandemic. The remaining financial losses came in the form of media rights, sponsorships, and game-day revenue (Meyer, 2021).



New Normal

According to Forbes, the National Basketball Association (NBA), to get their league back running, in a behind closed doors system, spent approximately $180 million US Dollars to set up and run its so-called bubble at Florida's Walt Disney Resort. Doing so enabled the league to play a total of 172 games, which enabled the organization not to lose a projected $1.5bn US Dollars if the league could not resume operations. The bubble was a well-orchestrated and executed operation involving stringent testing, social distancing, mask-wearing, quarantine, and cooperation from the players, the teams, and the operational staff. Incredibly, not one single or coach tested positive during the 100-day bubble (Beer, 2020). In Thailand, where the countries national sport of MuayThai was forced into a four-month-long hiatus due to a cluster of infections from an event at one of Bangkok's major MuayThai stadiums, the competitive sport returned to action under strict safety protocols and guidelines. The sport, which employs over ten thousand people, had to adhere to a new standard system of no spectators allowed in venues, apart from the crew, fighters, ring officials, and TV broadcasters. All fighters were required to isolate 14-days before and after an event (Chuenudomsavad, 2020). According to a report in ESPN, professional boxing in America resumed in the fight capital of the world, Las Vegas, under a 'bubble' which took months of planning under the team at Top Rank Boxing promotions who prepared a five-pronged plan to the authorities and public health officials to allow boxing to resume under strict safety protocols which got governmental clearance. Fighters, trainers, and crew had to undergo strict testing, social, distancing, and quarantine to keep the process flowing (Rothstein, 2020). For the multimillionaire stars of the National Basketball League, the concept of eating, sleeping, and working inside a dedicated, secure bubble in Florida to get the NBA season back on track over 100 days. The league and its stars had to adapt to new ways of opening under a cloud of the COVID-19 pandemic to keep a multibillion-dollar industry operating (Tennery, 2020). Fake crowd noise and cardboard cutouts of fans in the stands became part of the new normal for professional sports; they returned amid the pandemic, with no fans in attendance, teams such Germany's Borussia Dortmund, which usually hosts a whole house for all its home games in the 81,000-seater stadium, installed a digital system to over the stadia's loudspeakers with artificial crowd noise throughout the games. This concept followed suit in almost every major football game, were played in a behind-closed-door system. German teams went one further, offering fans the opportunity to pay $20 to purchase life-size cardboard cutouts of themselves superimposed onto the cardboard to give the aesthetic impression of fans in the stands (Smale, 2020). The National Football League (NFL) implemented extensive quarantine, testing, and social distancing to allow the league to resume. The league made a series of changes to operations to reduce the dangers posed by the virus. Adapting practices were critical to the resumption of activities where no team get-togethers were permitted, meetings were held and conducted via virtual platforms, everyone on the field would wear face coverings when not playing (Volin, 2020).

Past Research

The Olympic Games, in its 124-year history, has only been postponed by tragic worldwide events such as both world wars and, in 2020, by the Coronavirus pandemic, which swept the globe without a shadow of concern for human life, causing the entire sporting world to come to a standstill. With considerable debate during 2020 as to how to safely restart major sporting events, a sign of socio and economic relief was breathed as most sports were able to return without fans in attendance, months after they were forced to shut down, with strict safety protocols in place. Grassroots level feeder sports suffered immensely, as most if not all training facilities were shuttered for most of 2020 (Beneke & Leithauser, 2021). Svensson & Radmann (2020) found that the Covid-19 pandemic had been a financial disaster for sports in Sweden, with an almost complete shutdown of all sources of revenue during the pandemic. This also led to severe social challenges with a sense of social membership and integration with the shutdown of sports and mentioned that sports are an escape mechanism for people during times of crisis but with sports shuttered, what were the alternatives with all the lockdowns and restrictions on gatherings in place. In their research, Lim & Pranata (2021) studied the effects of the suspension of sporting events and fitness centers, which forced athletes to focus on modifying training programs at home without the close supervision of experts. However, modern technology was implemented to monitor progress and help avoid the prolonged risk of injury while training without close supervision. Yanguas & Dominguez (2020) studied that early data from La Liga, the governing body for Spanish football that includes all professional football players in Spain, reported that approximately 16% had favorable antibody rates (IgM/IgG) right after the end of the lockdown with a significant variation between different teams. In Spain, different sports federations, medical associations, and societies related to sports had developed different protocols to minimize the COVID-19 impact during the return to training and before they returned to competition. Specifically, the highest authority, La Liga, implemented a mandatory protocol for professional teams to minimize the risks of infection of COVID-19 during training, considering factors that could put athletes' health at risk, protocols endorsed by the Spanish Health Ministry. Schellhorn, Klingel & Burgstahler (2020) found that the long-term consequences to the health of athletes who contract COVID-19 are unchanged. However ever, they stated that from the previous research, it was found that elite athletes who made complete recoveries had an excellent long-term prognosis of a return to normalcy, but further data collection on the current form of Coronavirus was essential.

Unprecedented Circumstances
- Change
- Loss
- Casualty
- Cessation

Economic Impact
- Prosperity
- Erosion
- Repercussions
- Ramifications

New Normal
- Reinvest
- Return
- Adjust
- Screening

Figure 1: Conceptual Framework Model

(Cohen & Radnofsky, 2020), (Mallows, 2020), (McCurry & Ingle, 2020), (Lacques, 2021), (Krnjaic, 2020), (Smoggi, 2020), (Wright & Bate, 2021), (Meyer, 2021), (Beer, 2020), (Rothstein, 2020), (Smale, 2020), (Volin, 2020)

Finding and Conclusion

The Study shows how the COVID-19 pandemic brought about seismic disruption to the world of professional sports the world over. The impact was felt both from a financial perspective and was very damaging, from a socio aspect. Another essential coverage from this Study was the ability for professional sporting organizations to adapt and overcome immense risks and protocols to restart sporting events amid the pandemic found that the ongoing Coronavirus pandemic harmed sports, with closures of stadia, athletes becoming ill, and employees losing jobs due to the halt of revenues, it was an apartment that sporting organizations could not maintain staffing levels. Moreover, it highlighted the fact that the global sporting industry was ill-prepared for a crisis of this magnitude and needs to use this current crisis as a tool for change and preparation for any possible future global shutdowns (Keshkar et al., 2021).

Recommendation

Results from this study suggest the need for sporting organizations to diversify their approach to coping during a pandemic with significant amounts of revenue streams that halted due to the blockage of having fans in attendance at stadia across the globe. With the onset of lockdowns, teams had to implant strategies to engage with fans through digital platforms and traditional tv media. From an economic perspective, the Study highlighted the mitigating factors faced with the vast financial losses incurred and pointed to the mapping of how diversified planning organizations overcame obstacles to stem the losses and reengage revenue streams. Diversification in creating revenue streams with the pandemic effect on sports organizations is a must; traditional ways of generating income will return to total capacity for some time. Football's world governing body, FIFA, announced that they generated more revenue from video gaming in 2020 than traditional income due to the pandemic. This turn will emphasize the need to diversify with the widespread disruption caused by the pandemic (Owen, 2021). (Laskey, 2021) recommended that sports teams push their digital media engagement more and more with fans and went on to show that the pandemic had changed how professional sports are marketed in this new normal era. Attending major sporting events is a social experience where people invest their hard-earned money into playing a part in the whole experience. With the landscaped change due to fans being locked out of stadiums, there is a much-needed opportunity for greater social media engagement from the sporting companies to engage with fans.

Limitation of the study

The main limitation of the research carried out in this study is the timeline proximity to the ongoing global pandemic caused by the Coronavirus outbreak in early 2020, called Covid-19. As a result, the academic studies carried out limit the amount of data that is available to assert definite recommendations and solutions to the problems faced by sporting organizations throughout the process of being faced with empty stadia, loss of revenues, and turning around the fortunes of the sporting company's fortunes in the face of this global pandemic. Therefore, more time and research are needed to comprehend the impact and the solutions needed to overcome fully.

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