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Construction of Mathematics Talents Training System based on MPE-CDIO

Taifa Zhang1, *, Xin Cao2, Jun Yao1
1College of Science, Heilongjiang Institute of Science and Technology, Harbin, 150027, China
2Heilongjiang Vocational Institute Ecological Engineering, Harbin, 150025, China
*E-mail: ztf991@163.com

Abstract: According to the orientation of local undergraduate institutions and the characteristics of mathematics major teaching, the paper has built applied talent training mode of mathematics major based on MPE-CDIO. Under the framework of 3+1, it has studied and explored talent training mode of mathematics major from training program, curriculum system and practice teaching. In teaching practice, we implement the principle of widening the caliber, strengthening the foundation, attaching importance to application, and separating the direction to cultivate. In applied talent cultivating of mathematics major, we pay attention to the training of mathematical thinking and we have achieved initial results. The results have pointed out the direction for further improving and optimization.

Keywords: quality of talents; CDIO; talent training mode; mathematics specialty

1. INTRODUCTION
In recent years, under the background of the popularization of higher education, the enrollment scale has expanded and the quality of students has decreased. Although the teaching infrastructure has been improved accordingly, the construction of education quality has been neglected, especially the quality of personnel training. Hu Jintao pointed out in his speech to the centennial celebration meeting of Tsinghua University that continuous improvement of quality is the lifeline of higher education. At the Symposium of Peking University, Xi Jinping emphasized that education booms the country, while education strengthens the country. The Outline of the National Medium and Long Term Education Reform and Development Plan (2010-2020) also clearly points out that we should improve the quality of higher education and personnel training in an all-round way, and firmly establish the central position of personnel training in the work of colleges and universities [1]. Improving the quality of personnel training has become the most urgent task after the popularization of higher education. Accurate goal and mode of personnel training are the premise and key to improve the quality. Mathematics is a basic subject, and the development of any subject cannot be separated from it. The main task of mathematics majors in colleges and universities is to cultivate students’ creative mathematical ability and ability to solve practical problems.

At present, China is in the critical period of building a well-off society in an all-round way. A large number of high-level talents are needed in social construction. It showing a diversified and complex trend for mathematical talents’ demand, while the traditional talent training mode gradually exposes its shortcomings and defects. In order to meet the needs of the society, colleges and universities must take the social needs as the guidance and actively explore the talent training mode under the new situation.

Social development requires not only research-oriented talents who discover knowledge and explore objective laws, but also applied talents who directly create benefits for society by applying professional knowledge and objective laws to actual production [2-4].

Among them, research-oriented talents are mainly trained by research universities affiliated to the ministry, whose number is less than 10% of the total number of students. While more than 90% of the total number of applied talents are trained by local ordinary undergraduate colleges and universities. However, it is relatively easy for engineering and interdisciplinary majors to cultivate applied talents, but difficult for mathematics majors of basic disciplines. Therefore, how to cultivate applied talents with characteristics of mathematics majors has become the focus of attention.

CDIO is a new engineering education model which has been studied from 2000 by four universities, including MIT and Royal Swedish College. After exploration and research of four years, the concept of CDIO engineering education was founded, and the international cooperation organization of CDIO was established. A new engineering education model, called CDIO model, was established. CDIO stands for Conceive, Design, Implement and Operate. CDIO takes practical problems, engineering projects or product design from enterprises as carriers to help students clarify the position of the content in the subject knowledge and product system. Through project design, the whole curriculum system is organically and systematically combined to form a complete knowledge framework, so as to realize the common development of students’ knowledge, ability and quality aiming at ability cultivation [5].
2. CDIO ENGINEERING EDUCATION

PRINCIPLES

At present, there are still some problems in the practice of higher education in our country, such as emphasizing theory, neglecting practice, emphasizing individual academic ability, neglecting team spirit, emphasizing knowledge learning and neglecting innovation. Experience at home and abroad shows that CDIO’s concept and method of “learning by doing” is advanced and feasible, and it is suitable for the reform of every link in the process of education and teaching. In order to further promote this model in China, it is necessary to localize CDIO and campus it. In 2007, the Ministry of Education organized two large-scale conferences, the China Higher Engineering Education Reform Forum and the CDIO International Cooperation Organization Conference. In 2008, CDIO Engineering Education Model Seminar of China was co-sponsored by the Science and Technology Department of the Ministry of Education and Shantou University. Shantou University is the first CDIO member in China’s universities. It puts forward the EIP-CDIO training mode of morality, honesty and professionalism. Zhejiang Wanli College has created an IPR-CDIO education mode that integrates interest, perseverance and social responsibility. Dalian East Soft Information Institute has constructed TOPCARES-CDIO “eight capabilities” index system.

So far, CDIO does not have a suitable standard for science major, and there is no precedent to copy CDIO education model in the training mode of science professionals [6]. In order to better implement the “3+1” training mode, our school creatively proposed MPE-CDIO on the basis of CDIO. That is, CDIO engineering education mode is based on the idea of big moral education, big practice and big engineering education, in which MPE stands for Moral, Practice and Engineering. The model of MPE-CDIO requires students to have a good sense of social responsibility and professional ethics firstly. Secondly, theoretical knowledge should be used in practice to solve the problems encountered in practice. Finally, students should learn engineering ideas in practice. When doing any project, even small experiments, students are required to develop the habit of conceiving, designing, realizing, operating, and to strengthen their engineering thoughts and consciousness [7].

3. TALENT TRAINING PROGRAM

Mathematics majors in local undergraduate colleges and universities is a basic disciplines, and it should face the reality and market, and play the advantage. Talents training program is the programmatic design of talents training in Colleges and Universities. In order to train innovative and applied talents to meet the needs of society, it is necessary to analyze the gap existing in the current talent training program and to revise and improve it [8,9]. Mathematics is a typical science major. The traditional teaching idea is based on the basic theory, with imparting knowledge as the core and classroom teaching as the way. There are obvious deficiencies in the education of professional accomplishment, innovative consciousness, practical ability and application ability. Therefore, the cultivation of applied talents in mathematics specialty should organically combine the teaching of core professional knowledge with the training of CDIO engineering technology, so that students should not only learn to use their brains (conception, design), but also learn to practice (realization, operation).

Referring to the concept of MPE-CDIO, combining with the characteristics of mathematics, considering the problems existing in the current talent training program, the paper comprehensively revises and improves the training mode of mathematics professionals. On the basis of the existing training scheme, the measures and principles of sharing the advantages of other disciplines, integrating the relevant courses and contents of the curriculum system, optimizing the course organization and class time distribution, improving students’ practical ability and comprehensive quality, stimulating students’ innovative consciousness and application ability are adopted in the formulation of the training scheme for applied talents of mathematics specialty based on MPE-CDIO, as shown in Figure 1. The introduction of specialty is the starting point of the training program, so that students can understand the development and future prospects of specialty and they can build up confidence in professional learning. Public basic courses are the basis for the follow-up teaching of professional courses, and professional basic courses are the bridge between public basic courses and professional orientation courses. At the same time, we should build a practical platform to exercise practical ability and pay attention to solving practical problems. Many courses can be linked to do practical problems. Many courses can be linked to do practical problems. Many courses can be linked to do practical problems. Many courses can be linked to do practical problems. Many courses can be linked to do practical problems. Many courses can be linked to do practical problems. Many courses can be linked to do practical problems. Many courses can be linked to do practical problems. Many courses can be linked to do practical problems. Many courses can be linked to do practical problems. Many courses can be linked to do practical problems. Many courses can be linked to do practical problems. Many courses can be linked to do practical problems.
According to the training objectives of mathematics professionals and the concepts of MPE-CDIO engineering education, the theory should be adhered to the practice and the organic links between courses should be clarified. The distinctive and scientific curriculum system for the training of applied mathematics talents must be constructed. The curriculum system takes the project as the main line and integrates the training objectives of knowledge, ability and quality into the teaching process through the training of reasonably planned courses and projects, so as to enable students to experience the comprehensive experiments and research in professional fields. In response to this situation, we began to implement the undergraduate tutorial system from 2009. During the four years from admission to graduation, students are equipped with a fixed tutor, who is responsible for a group of three or four students. Teachers and students communicate regularly [10]. Students are encouraged to actively participate in the practice projects of innovative entrepreneurship training for college students and various scientific research work of teachers, so that students can choose the direction they are interested in for scientific research and exploration. This kind of project can not only broaden students’ knowledge, improve students’ scientific research ability and innovation ability, but also realize communication between teachers and students. It is also a concrete and deep reflection of MPE-CDIO as the background idea of higher engineering education.

5. PRACTICAL TEACHING SYSTEM

Practice teaching is an important part of theory teaching and an important way to improve students’ basic skills and cultivate students’ innovative ability. The cultivation of applied talents for mathematics majors based on the concept of MPE-CDIO not only emphasizes the cultivation of professional knowledge, basic skills and basic qualities, but also emphasizes the cultivation of rigorous work style, solid engineering ability and team spirit of mutual assistance. All practical projects based on MPE-CDIO are in the form of teamwork. In the process of implementing the project, the first is to conceive and design, and then to implement and operate gradually.

5.1. Establishment of Undergraduate Tutorial and Formation of Scientific Research Team

At present, there are few practical activities of applied professional knowledge in relevant fields among college students, so it is difficult to conduct complete process of conceiving, designing, realizing and operating under the big moral education, big project and big practice. The professional curriculum system based on MPE-CDIO includes Engineering General Education Module, General Basic Education Module, Professional Basis Module, Professional Direction Module, Professional Ability Module, Public Elective Course Module, Extracurricular Sports Activities and Social Practice Module, Professional Skills Development, Scientific and Technological Innovation Module, etc. Details are shown in Table 1.

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<th>Teaching Module of Professional Course System</th>
<th>Training Requirements and Training Objectives</th>
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<tr>
<td>Engineering General Education</td>
<td>Fostering students’ engineering awareness and modern engineering concept</td>
</tr>
<tr>
<td>General Basic Education</td>
<td>To enable students to master basic knowledge and skills of professional learning</td>
</tr>
<tr>
<td>Professional Basis</td>
<td>Training students’ solid basic knowledge of mathematics and good thinking of mathematics</td>
</tr>
<tr>
<td>Professional Direction</td>
<td>The intersection of mathematical theory, computer software and financial theory</td>
</tr>
<tr>
<td>Professional Ability</td>
<td>Focusing on the cultivation of students’ practical ability</td>
</tr>
<tr>
<td>Public Elective Course</td>
<td>Enhancing students’ humanistic quality ability and enriching students’ knowledge connotation</td>
</tr>
<tr>
<td>Extracurricular Sports Activities and Social Practice</td>
<td>Enriching students’ cultural life, expanding students’ humanistic quality and social practice ability</td>
</tr>
<tr>
<td>Professional Skills Development, Scientific and Technological Innovation</td>
<td>Enhancing students’ new spirit, scientific research ability, organizing and coordinating ability</td>
</tr>
</tbody>
</table>

Table 1. The course system of training applied talents in mathematics major
5.2. Organizing Mathematical Modeling Competition and Mathematics Competition
Since 1996, our school has participated in China Undergraduate Mathematical Contest in Modelling sponsored by the Department of Higher Education of the Ministry of Education and the Chinese Society of Industrial and Applied Mathematics. Mathematics majors have actively participated in the Mathematical Modeling Competition since 2003. The team has developed from the first team to more than 10 teams. It has won two international second prizes, three national first prizes, more than 10 national second prizes and more than 30 provincial prizes. Since 2009, the Chinese Mathematics Association has held the Chinese Mathematics Competition for college students. Our school has participated in eight consecutive competitions, and has won 260 awards, 128 of which are national awards and 132 provincial awards. In the eighth competition, we have achieved good results, and a total of 61 people won prizes, including 4 first national prizes, 5 second national prizes, 2 third national prizes, and 50 provincial prizes. These competitions stimulate students’ interest in learning mathematics and improve their practical and innovative abilities, which are the comprehensive manifestation of the teaching concept of MPE-CDIO.

5.3. Expanding School-Enterprise Cooperation and Increasing the Construction of Practice Base
We will improve the system of practical teaching further, carry out school-enterprise cooperation actively and invite enterprise engineers with rich experience in MPE-CDIO to the platform. We will establish stable and friendly partnership continually. We have established school-enterprise cooperation projects with Tarena and SGCM to train professional and applied talents in accordance with the needs of enterprises using the 3+1 model. Making full use of the engineering practice base under the mode of MPE-CDIO, which has been built by the relevant specialties of the school to carry out theoretical and practical teaching. Strengthening the construction of professional practice base and broadening the channel of students’ practice outside school. Now we have signed off-campus training bases agreements with Huitong, CBS, Tarena, Huatai Securities, Taiping Life and SGCM. It provides a good practice environment for students and enterprises, and improves students’ ability of MPE-CDIO effectively.

6. CONCLUSIONS
It is an important task for the development of higher education to implement quality education in an all-round way and to improve the quality of talents. It is also the basis for promoting the healthy and rapid development of China's economy and society. Combining with the orientation of the training target of applied talents, the training mode of applied talents for mathematics majors is created under the guidance of the educational concept of MPE-CDIO. Preliminary results have been achieved in teaching practice, which is of great significance to explore the implementation of MPE-CDIO education mode for Science majors, and also determines the direction for further improvement and research of talent training mode for mathematics majors.

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REFERENCES
Study on the Measurement Method of the Content Validity Degree of Papers Based on the Factor Analysis

Xihua Liu, Cong Li*
College of Economics, Qingdao University, Qingdao, 266071, China
*E-mail: eric8701@163.com

Abstract: Content validity degree of papers is a main type of validity and the most important indicators of quality of papers which refers to the appropriateness of the scope and the content in the test. By applying the factor analysis method, we analyses the test in two aspects: one is analysis of whether the test measured the content which should be measured, the other is analysis of whether the test measured the ability which should be measured. Empirical studies show that the test paper does well in educational measurement on both content and ability.

Keywords: education measurement; content validity degree; factor analysis; cognizance hierarchy

1. INTRODUCTION

Content validity degree of papers is a main type of validity and the most important indicators of quality of papers that refers to the appropriateness of the scope and the content in the test [1,2]. Specifically, content validity degree of papers is the coverage of a test, which refers to measuring the content and ability of certain range, and whether questions used in the test represent the basic knowledge and ability of that scope. Some academicians have also defined the content validity clearly as “the degree of succeeding in achieving the purpose of test” [3]. In practice, there are three ways in measuring the content validity: the first one is Cronbach content validity estimation. The measurements first compiled two different tests with the same scope of content, and then test the same group for two times, finally estimate the test content validity according to the test results [4]. The feasibility is not strong, because it needs to compile two test papers which are same in content scope, and its survey conditions are strictly harsh [5]; the second way is estimating the content validity through comparison of the two test results. This method is also not effective enough, because there is usually an interval of time, which makes the measuring characteristics unstable, and the measurement error is hard to manipulate [6]; and the third way is logic inference estimation method of content validity. This method is based on experts’ full compliance judgment on the test subjects and the content involved [7]. And obvious flaws also exist: first, the content validity comes from experts’ descriptive judgment, there existing strong arbitrariness when lack of unified standard reference in evaluation. The experts’ difference on understanding on the scope and the teaching goal also can cause inconsistencies on the test’s content validity; second, there is no scientific comprehensive analysis on experts’ qualitative assessment results. With that, this paper uses factor analysis to measure the exam’s content validity, specific ideas through factor analysis on the measured data. On one hand analysis shows whether the test paper has tested the target content, on the other hand analysis also shows whether the test paper has tested the ability [8-10].

2. CONTENT VALIDITY OF TESTS AND DIVISION OF ABILITY LEVEL

Content validity contains two elements: one is content of text books, which based on the referring to students’ expected behavior changes specified in teaching objectives, such as the memory, comprehension, application ability of text books, etc. US educator Bloom identified six levels within the cognitive domain: knowledge, Comprehension, Application, Analysis, Synthesis, and Evaluation. This levels the ability from the lowest to the highest, which reflects different requirements for exam, each level in the test weight accounted for the test’s specific requirement. Here, we might as well take Bloom’s Taxonomy of Educational Objectives as the basis to investigate the degree of all aspects of students’ abilities tested. Therefore, a test should reflect the content validity’s two elements when it has good content validity. Testing content validity can start with following two factors: one is whether the exam has tested the content should be measured, and the degree it achieved; the other one is whether the exam has measured the required ability, and the degree it measured. Therefore, this paper also analyses and judges different exam type according to this level classification, archiving specific concrete data, and analyses whether a test has measured required ability and the proportion of each ability level.

3. BASIC PRINCIPLES OF FACTOR ANALYSIS

Factor analysis an effective dimension-reduction and information-decrement statistical method, through using the linear combination of the minimum unobservable, irrelevant public factors and a specific factor, which describes a group of variables originally
observable, with complex relationship, and it reveals the relationship between the original variables and the factors. At the same time, it can also simplify the dimension and structure of variables according to the classification of variables in different factor. Therefore, factor analysis shows its unique advantages in the analysis and interpretation of complex problems as a kind of comprehensive evaluation method. Assume there are n observable samples, \( x_1, x_2, \ldots, x_p \) a total of p indicator variables, and the mathematical model of factor analysis is:

\[
\begin{align*}
    x_1 &= a_{11}F_1 + a_{12}F_2 + \cdots + a_{1m}F_m + \varepsilon_1 \\
    x_2 &= a_{21}F_1 + a_{22}F_2 + \cdots + a_{2m}F_m + \varepsilon_2 \\
    &\vdots \\
    x_p &= a_{p1}F_1 + a_{p2}F_2 + \cdots + a_{pm}F_m + \varepsilon_k
\end{align*}
\]  

(1) \( F_1, F_2, \ldots, F_m \) are public factors or potential factors, matrix \( A = (a_{ij})_{p \times m} \) is factor loading matrix, and \( \varepsilon \) is the specific factor. For all factors achieved, first observe that which variables’ load is bigger, and which variables’ is smaller, then explain the meaning of public factor according to the bigger-load variables’ itself content. In the factor analysis process, each public factor is expressed as a linear combination of the variables in order to analyze the specific situation of each sample, and then use the variables’ observed values to estimate values of each factor (factor scores). The calculation steps of factor analysis are as follows:

Step 1: Standardize the original data to eliminate variables’ difference in order of magnitude and dimension;

Step 2: Establish the correlation matrix of variables:

\[ R = \left( r_{ij} \right)_{p \times p} \]

Step 3: Calculate the characteristic root of matrix R and corresponding feature vector, and calculate the factor loading matrix on this basis. The characteristic root and corresponding feature vector are respectively noted as:

\[ \lambda_1 \geq \lambda_2 \geq \ldots \ldots \geq \lambda_p > 0 \& \]

\[ u_1, u_2, \ldots, u_p. \]

In the formula, the number of factors is less than the original number of variables. When calculating the factor’s loading matrix, only the first m eigenvalue and corresponding feature vectors should be selected. Usually the factor number is based on the cumulative contribution of variance of the characteristic roots and factor. In the process of calculation, the factor number is determined according to the accumulated variance contribution rate, usually, the cumulative contribution of variance of more than 85%, that is

\[ \sum_{i=1}^{m} \lambda_i / \sum \lambda_i \geq 85\% \]

Then write down the factor loading matrix:

\[
A = \begin{bmatrix}
    \sqrt{\lambda_1} & \cdots & \sqrt{\lambda_p} \\
    \vdots & \ddots & \vdots \\
    \sqrt{\lambda_1} & \cdots & \sqrt{\lambda_p}
\end{bmatrix}
\]

Step 4: Implement A with varimax rotation, making the factor more significant.

Step 5: Calculate the factor score.

4. EMPIRICAL ANALYSIS

The data used for empirical analysis is a university’s final of the semester below 2011-2012 school year operational research examination paper. The teaching content of operational research including: planning programming (including linear programming, nonlinear programming, multi-objective programming), graph and network programming, decision-making programming (including risk decision-making, inventory control, dynamic programming, multi-objective decision), countermeasure analysis programming, random operational programming (including queuing system analysis, Markov analysis, random simulation).

Therefore, assume follow indicators: \( x_1 \) (planning programming), \( x_2 \) (graph and network programming), \( x_3 \) (decision-making programming), \( x_4 \) (random operational programming), \( p_1 \) (knowledge), \( p_2 \) (comprehension), \( p_3 \) (application), \( p_4 \) (analytical), \( p_5 \) (synthetically play).

4.1 Analyze Whether the Exam has Tested the Content Should be Measured

Calculations are performed with SPSS statistical software, and the correlation matrix R, its eigenvalue and characteristic vector is shown in Tables 1 and 2.

Table 1. Correlation matrix

<table>
<thead>
<tr>
<th></th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correlation</td>
<td>1.000</td>
<td>0.976</td>
<td>0.906</td>
<td>0.871</td>
</tr>
<tr>
<td></td>
<td>0.976</td>
<td>1.000</td>
<td>0.915</td>
<td>0.769</td>
</tr>
<tr>
<td></td>
<td>0.906</td>
<td>0.915</td>
<td>1.000</td>
<td>0.769</td>
</tr>
<tr>
<td></td>
<td>0.871</td>
<td>0.769</td>
<td>0.769</td>
<td>1.000</td>
</tr>
<tr>
<td>Sig.(1-tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>x1</td>
<td>0.017</td>
<td>0.002</td>
<td>0.017</td>
<td>0.027</td>
</tr>
<tr>
<td>x2</td>
<td>0.017</td>
<td>0.015</td>
<td>0.015</td>
<td>0.064</td>
</tr>
<tr>
<td>x3</td>
<td>0.027</td>
<td>0.064</td>
<td>0.065</td>
<td>0.065</td>
</tr>
</tbody>
</table>
Table 2. Eigenvalue and variance contribution rate

<table>
<thead>
<tr>
<th>Component</th>
<th>Total</th>
<th>% of Variance</th>
<th>Cumulative %</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3.606</td>
<td>90.143</td>
<td>90.143</td>
<td>3.606</td>
</tr>
<tr>
<td>2</td>
<td>0.282</td>
<td>6.990</td>
<td>97.132</td>
<td>0.282</td>
</tr>
<tr>
<td>3</td>
<td>0.108</td>
<td>2.688</td>
<td>99.820</td>
<td>0.108</td>
</tr>
<tr>
<td>4</td>
<td>0.007</td>
<td>0.180</td>
<td>100.000</td>
<td>0.007</td>
</tr>
</tbody>
</table>

From Table 1, indicators are highly correlated, and the correlation coefficient is largely around 0.9, that is, the operational research sections are relevant, which is very practical. From Table 2, the variance contribution rate of the first eigenvalue has reached 90.143%, and the second eigenvalue is less than 1. Therefore, we pick up a public factor. It can also be concluded from the scree plot shows as follows (Figure 1):

![Figure 1. Scree plot](image)

Further perform the calculation on factor loading matrix, as shown in Table 3. From Table 3, selected factors' load on different variables is very large, that is, the factor has sufficiently extracted the information of the original variables. Due to only one factor is selected, there is no need for factor rotation, so the factor score table can be concluded, as shown in Table 4:

![Table 3. Factor loading matrix](image)

So the linear equation of factor score can be obtained as:

\[ F = 0.274X_1 + 0.268X_2 + 0.262X_3 + 0.248X_4 \]

From the formula above, although only one factor is selected, the factor load on each variable is very high, which can be concluded that all variables are fully reflected. \( X_2, X_3 \) load on F are above 90%. And \( X_1, X_4 \) load on F are also very high, both exceeding 70%. Therefore, this factor is the comprehensive reflection of the overall degree of knowledge, called comprehensive factor. From the factor score, this operational research test paper has fully balanced the test content.

4.2. Analyze Whether the Exam has Tested the Ability Should be Measured

There are 11 following questions in section 1, which are divided into five categories according to ability level, recorded as A1, A2, A3, A4, and A5. Of the last six problems, section 2 belongs to synthetically play, denoted as B5; section 3 belongs to application, denoted as C3; section 4 belongs to application, denoted as B3; section 5 belongs to analysis, denoted as B4; and section 6 belongs to knowledge, denoted as B1; and section 7 belongs to comprehension, denoted as B2. Taking five contents of operational research test as samples, following data can be concluded in Table 5:

Further perform the calculation on factor loading matrix, as shown in Table 3. From Table 3, selected factors' load on different variables is very large, that is, the factor has sufficiently extracted the information of the original variables. Due to only one factor is selected, there is no need for factor rotation, so the factor score table can be concluded, as shown in Table 4:

So the linear equation of factor score can be obtained as:

\[ F = 0.274X_1 + 0.268X_2 + 0.262X_3 + 0.248X_4 \]

From the formula above, although only one factor is selected, the factor load on each variable is very high, which can be concluded that all variables are fully reflected. \( X_2, X_3 \) load on F are above 90%. And \( X_1, X_4 \) load on F are also very high, both exceeding 70%. Therefore, this factor is the comprehensive reflection of the overall degree of knowledge, called comprehensive factor. From the factor score, this operational research test paper has fully balanced the test content.

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Tables 6 and 7. Correlation matrix, eigenvalue and cumulative contribution of variance

Calculated by SPSS statistical software, the correlation matrix, eigenvalue and cumulative contribution of variance can be obtained, shown in Tables 6 and 7.

From Table 6, A4, A5, B5 have significant positive correlation, and the correlation coefficient is 1, belonging to high level ability, which is consistent with the practice. The correlation coefficient between A1 and B4, B1 is zero, which can be explained as follows: although the ability level tested in A1 and B4, B1 is zero, which can be explained as belonging to the same ability level A3, B2, B3 and C3 is relatively big, and it almost indicates that these three public factors have reflected complicated, and factor, because the content in operational research is low level ability. This can be defined as the basic decision-making programming, which is tougher and content of these two variables belong to application questions, but the two

Table 7. Eigenvalue and cumulative contribution of variance

Table 8. Factor loading matrix after varimax rotation

Figure 2. Scree Plot

Further calculation of factor loading matrix and the matrix after varimax rotation, shown in Tables 8 and 9:

Table 8. Factor loading matrix

Table 9. Factor loading matrix after varimax rotation

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. From Table 9, the factor loading F1 in A1, A2, A4, A5, and B5 is relatively large, while very small in the remaining variables. A1, A2 belongs to low level ability: knowledge and comprehension, which occupies a relatively high proportion in the test paper. A4, A5 and B5 belong to high level ability, and there are distinct differences between the two, but they have been classified into the same category, and the factor’s cumulative contribution of variance is 50.827%, weighting relatively large in the test paper, which implies that this test was focusing on students’ low level ability. This can be defined as the basic factor, because the content in operational research is complicated, and it’s hard to grasp. The loading F2 in A3, B2, B3 and C3 is relatively big, and it almost belongs to the same ability level—Application, so the factor can be defined as application factor. The loading F3 in B4 and B1 is relatively big, and the test content of these two variables belong to decision-making programming, which is tougher and all represented in application questions. But the two
belong to two distinctly different ability level, which explains that the test score cannot fully reflects the difference, and that is one aspect this test paper should be considered. Finally, the factor score matrix is shown in the following Table 10:

<table>
<thead>
<tr>
<th>Component</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>0.200</td>
<td>-0.048</td>
<td>0.106</td>
</tr>
<tr>
<td>A2</td>
<td>0.135</td>
<td>0.152</td>
<td>-0.029</td>
</tr>
<tr>
<td>A3</td>
<td>0.096</td>
<td>0.219</td>
<td>-0.025</td>
</tr>
<tr>
<td>A4</td>
<td>0.184</td>
<td>-0.052</td>
<td>-0.029</td>
</tr>
<tr>
<td>A5</td>
<td>0.184</td>
<td>-0.052</td>
<td>-0.029</td>
</tr>
<tr>
<td>B5</td>
<td>0.184</td>
<td>-0.052</td>
<td>-0.029</td>
</tr>
<tr>
<td>A3</td>
<td>-0.074</td>
<td>0.305</td>
<td>0.000</td>
</tr>
<tr>
<td>B4</td>
<td>0.012</td>
<td>0.020</td>
<td>0.387</td>
</tr>
<tr>
<td>B1</td>
<td>0.012</td>
<td>0.020</td>
<td>0.387</td>
</tr>
<tr>
<td>B2</td>
<td>-0.123</td>
<td>-0.273</td>
<td>-0.357</td>
</tr>
<tr>
<td>C3</td>
<td>-0.074</td>
<td>0.305</td>
<td>0.000</td>
</tr>
</tbody>
</table>

It can be concluded that:

\[
A_1 = 50.827\% \times 0.2 - 31.403\% \times 0.048 + 17.77\% \times 0.106 = 0.1054 \;
A_2 = 0.111196, A_3 = 0.113124, A_4, A_5, B_5 = 0.072039, B_3 = 0.058167, B_1, B_4 = 0.08115; B_2, C_3 < 0. The score of A_1, A_2 and A_3 is relatively high, and second is B_1, B_4, A_4 and B_5. It shows that multiple-choice question in section one has tested the ability well, and application problems are relatively poor.

Summarizing the analysis process above, the following conclusions can be concluded: the exam has tested the content should be measured in a large degree, and it has a better result by judging the comprehensive grasp of knowledge according to the student’s score. In ability test, the result on reflecting ability level is generally good, but the distinction between different ability levels is not significant, which is the flaw of this test paper.

5. CONCLUSIONS

By applying the factor analysis method, we analyses the test in two aspects: one is analysis of whether the test measured the content which should be measured, the other is analysis of whether the test measured the ability which should be measured. The empirical analysis indicates that the sample test paper has tested the content which should be measured in a large degree and generally reflected different ability levels. Therefore, evaluating the test content validity scientifically and precisely cannot simply rely on the qualitative analysis, but also should combine with quantitative analysis.

ACKNOWLEDGMENT

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Practice Teaching Content Benchmarking and System Optimization of Logistics Engineering Specialty Guided by Professional Certification

Yong Ye*, Jing Wang, Hongen Luo, Yujia Gao
Logistics Engineering, Anhui Agricultural University, Hefei 230000, China
*E-mail: yeyong@ahau.edu.cn

Abstract: With professional certification as the starting point, undergraduate teaching adopts international standards to guide and promote the reform and development of engineering education. It is urgent to reform the teaching methods of higher engineering education, especially the standardization and system optimization of practical teaching contents. This paper analyzes the current problems in logistics engineering practice teaching widely, the development of the discipline, the professional certification, reform and innovation aspects this paper expounds the practical teaching of label and the necessity of system optimization, from engineering education professional certification, solve complex engineering problems, characteristic practice base construction, network auxiliary teaching practice and construct evaluation system of whole process and quality control etc. Finally, it discusses the reform measures.

Keywords: logistics engineering; professional certification; practice teaching; benchmarking and system optimization

1. INTRODUCTION
China’s engineering education certification began in 2006 and officially became the 18th member of Washington accord in 2016. The smooth entry of “Washington accord” laid a foundation for the implementation of China’s professional engineer system and the international flow of engineering and technical talents. All colleges and universities take the professional certification of engineering education as the starting point, actively adopt international standards, lead and promote the reform and development of engineering education, and further improve the internationalization level of China’s higher engineering education and the training quality of high-quality engineering education talents.

The logistics engineering professional knowledge system is complex, covers a wide range, and is updated rapidly, which requires students not only to have solid and rich professional knowledge, but also to have strong overall view, practical ability and innovation ability. Universities should also speed up the training of compound logistics talents [1].

In addition to complying with the required theoretical curriculum, the certification of logistics engineering specialty places special emphasis on the cultivation of engineering practical ability and ability to solve complex engineering problems. However, the traditional teaching process often ignores or belittles practical teaching, which leads to the cultivation of engineering students with solid basic theoretical knowledge. However, the engineering design ability, the ability to independently solve engineering problems and the ability to apply innovation are missing or lacking, which is out of line with the market demand for talents under the new situation. Therefore, it is urgent to reform the current engineering education training mode and educational philosophy [2].

Taking the certification of logistics engineering specialty in Anhui Agricultural University as an example, and comparing with the general certification standards and supplementary standards, this paper expounds the common problems existing in the existing practical teaching, the necessity of benchmarking the contents of professional practical teaching and the system optimization, and the reform measures, so as to provide reference for the practical teaching reform of logistics engineering specialty in other universities.

2. THE COMMON PROBLEMS IN PRACTICAL TEACHING REFERRING TO THE PROFESSIONAL CERTIFICATION STANDARDS
2.1. The Target Orientation is not Clear Enough and the Status of Practical Teaching is not Prominent
The practical teaching of logistics engineering specialty includes curriculum experiment, curriculum design and three major internships (cognition practice, production practice and graduation practice). The experimental equipment is complete, the experimental items are rich, and the types of practice bases are diverse. The practice curriculum meets the requirements of the general standards and supplementary standards for engineering education certification of logistics engineering specialty [3]. However, the deficiency is that the traditional mode is still used in the preparation of teaching syllabus, the setting of teaching objectives and the arrangement of teaching plans in all aspects of practical teaching. It does not clearly connect with the professional certification indicators one by one, nor does it clearly define the relationship between the graduation
requirements related to professional certification. It highlights that the orientation of practical teaching objectives is not clear, and the position of practical teaching in the process of achieving professional certification indicators is not prominent.

2.2. The Lack of Cross-Cutting Practice Links Makes It Difficult to Form Teaching Synergy

Practice teaching is a systematic project. Each teaching link is independent and complementary to each other. The reason for independence is that each teaching link is organized and arranged by different teachers. Summing up the practical teaching experience over the years, we can see that each teaching link can complete its own teaching content well and obtain better teaching quality. However, the phenomenon that each link of practical teaching is independent and independent of each other is extremely prominent [4-6]. There is no horizontal and vertical connection between each link, such as the connection between production practice and cognitive practice, the connection between graduation practice and production practice, the connection between production practice and curriculum design, etc., which greatly weakens the cultivation of comprehensive design ability and the cultivation of ability to solve complex logistics engineering problems in the practical link, resulting in the difficulty of forming overall teaching resultant force in the practical link.

2.3. Lack of Coordination between Practice Bases and Difficulty in Complementing Practice Contents

Judging from the practice bases set up by the logistics engineering major of Anhui Agricultural University, the lack of contact and communication between the bases and the failure to follow the principle of integrity make it impossible for each base to reflect its position in the practice teaching links at different stages. The hierarchical sense of the practice links is not obvious. On the one hand, it leads to duplication of practice contents, and on the other hand, it also leads to the lack of integrity requirements in the practice teaching links.

3. THE NECESSITY OF STANDARDIZATION OF PROFESSIONAL PRACTICE TEACHING CONTENT AND SYSTEM OPTIMIZATION

In 2016, China became the 18th official member of Washington accord, marking a big step forward in the opening-up of China’s higher education. The framework for professional certification is shown in Figure 1. China’s engineering education quality standards have achieved international substantial equivalence [7]. However, the quality requirements for engineering education certification are bound to be more stringent. The training ideas for engineering majors to reach the graduation requirements oriented to solving complex logistics engineering problems must be more clearer. The benchmarking requirements between the practice system and the certification standards for logistics engineering majors are more direct. It is urgent to optimize and integrate the existing practice teaching system to form a step-by-step progressive practice teaching system oriented to solving complex logistics engineering problems and closely adhering to the standard requirements, so as to realize the complete benchmarking between the practice teaching content and the professional certification standards.

Figure 1. Professional certification standard framework

A perfect practical teaching system is an important component of the scientific and technological innovation system, an important link in the cultivation of engineering practical ability, an important base for organizing the development of high-level engineering applied research, gathering and cultivating high-level engineering talents, an important channel for communicating scientific research achievements into industrialization, a symbol for demonstrating the scientific and technological level of universities and a window for implementing foreign scientific and technological cooperation [8].

Further integration and optimization of relevant practical teaching resources and construction of a high-level practical teaching system for logistics engineering specialty will promote the rapid development of logistics discipline in China University of Mining and Technology and create favorable conditions for cross-integration of relevant disciplines.

4. PRACTICE TEACHING CONTENT BENCHMARKING AND SYSTEM OPTIMIZATION REFORM MEASURES

4.1. Guided by the Certification of Engineering Education, Optimize and Construct the Target System of Practical Teaching

Based on the personnel training target orientation of “training advanced engineering and technical personnel to solve complex logistics problems”, each practical link such as experiment, curriculum design, cognitive practice, production practice, graduation practice, graduation design, second class, etc. is
integrated layer by layer, and a practical teaching target system guided by the achievement of 12 graduation requirements in the engineering education certification standard is set up to realize the personnel training purpose. The target is pushed forward step by step and integrated.

4.2. Optimize and Construct a Practical Teaching System Aiming at Solving Complex Logistics Engineering Problems

The construction of practical teaching system includes three levels: continuously updating and enriching the experimental teaching content, improving the research and design of experiments, and cultivating students’ practical ability; Strengthen the combination of understanding practice, production practice, graduation practice and solving practical engineering problems to cultivate students’ engineering ability; Through the development of “tutorial system, project system, brand associations, brand activities” and other second class activities, students’ comprehensive ability, engineering ability and innovation ability are cultivated and improved.

4.3. Strengthen the Construction of Network Resources and Realize Network-Assisted Practical Teaching

The construction of three major network-based auxiliary teaching systems for practice will be linked with the laboratory information management platform to encourage students to learn and innovate independently and provide excellent network-based auxiliary teaching logistics.

Through the construction of network resources, a network and open management mode has been formed [9-12]. The construction of the network-assisted practical teaching system is also an exploration and attempt to form a new mode of practical training relying on the Internet advocated by the “Thousand Students Plan” and strive to realize a new mode of personnel training in practical teaching.

4.4. Build an Evaluation System for the Whole Process of Practical Teaching and Effectively Implement the Monitoring of the Whole Process

Based on the training orientation of engineering professionals and the practical curriculum system, the evaluation index system of practical teaching is constructed, which carries out all - round, multi-angle and whole-process monitoring on practical teaching objectives, contents, practical teaching guarantee and teaching process, so as to fully embody the practical teaching characteristics, diversified practical teaching forms and practical innovation ability matched with the professional certification of engineering education.

5. CONCLUSION

Professional certification of engineering education is based on three core concepts and principles: results-oriented, student-centered, and continuous improvement. These concepts are the criterion for the construction of engineering specialty and teaching reform in our country, and are the important guarantee for continuously improving the quality of engineering talents cultivation in our country.

Professional construction is the basic, continuous and leading work in undergraduate teaching. In the process of promoting the connotative development of higher education with improving quality as the core, professional construction plays a decisive role in the quality of personnel training in colleges and universities [13]. Centering on the personnel training objectives, using systematic scientific theories and methods, the overall design of all elements constituting practical teaching is carried out. Through reasonable practical courses and link settings, we will establish a teaching system that complements the theoretical teaching system and optimizes its structure and function. We will strengthen students’ engineering practice ability, design ability and innovation consciousness, and continuously improve the quality of personnel training in higher engineering education.

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Discussion on the Innovative Education of Innovative Talents Cultivation in Application-Oriented Universities

Yanjun Zhao, Xin Wang, Wenqing Ge*
School of Mechanical Engineering, Shandong University of Technology, Zibo, Shandong, 255000, China
*E-mail: gwq@sdut.edu.cn

Abstract: Innovative education as an important goal of personnel training colleges and universities, is the current hot spots and focus on higher education reform and research is difficult. This paper analyzes the main problems of innovative education for application-oriented universities, and considers ways to improve the reform and implementation of innovative education from four aspects.

Keywords: innovation; innovative education; innovative talent

1. INTRODUCTION
“Innovation is the soul of a nation’s progress and the inexhaustible driving force for a country’s prosperity”. Xi Jinping pointed out: science and technology are the primary productive forces, and innovation is the primary driving force for development. The competition in today’s world is the competition of countries’ comprehensive national strength, and the essence is in competition for talents. Facing the profound changes of China’s economic development into the new normal series, Xi stressed that “development is the top priority, talent is the top resource, and innovation is the top driving force. If China does not follow the innovation-driven path, it will not be able to successfully transform old drivers into new ones. To be strongly depends on innovation, and innovation depends on talent”. This demonstrates the importance of innovation. As a place to train talents, colleges and universities have significant responsibilities and obligations in the cultivation of innovative talents, and the cultivation of innovative talents is an essential task of college education.

2. PROBLEMS EXISTING IN INNOVATIVE EDUCATION IN COLLEGES AND UNIVERSITIES
The traditional education mode of colleges and universities in China is examination-oriented education with theoretical knowledge as the core, which despises the practice teaching. College teachers mostly accept the academic education with theoretical knowledge, their educational experience and knowledge structure are easy to be endogenous into teaching behavior, and the knowledge acceptance type is educated. The traditional education light practice is heavy examination, the student passively accepts the study, the teacher lacks the innovation education attitude, in the student innovation consciousness and the motive ability cultivation is relatively lacking. The faculty is the basis of building innovative education. Innovative education in colleges and universities needs teachers with professional knowledge, innovative spirit and practical ability, but college teachers lack practical experience in practice, the process of innovation education is easy to course and academic the previous learning experience, to some extent, inhibits the cultivation of innovative talents. The lack of innovative awareness of teachers also seriously leads to the lack of teachers in the school’s innovative education.

The investment of innovative education is too little, which leads to the weakness of innovation education and teaching practice, one is not to arouse the enthusiasm of teachers’ innovative education, the other is to make students’ innovative practice cannot be carried out, it is difficult to improve students’ independent innovation ability [1].

3. IMPLEMENTATION STRATEGY OF INNOVATIVE EDUCATION IN COLLEGES AND UNIVERSITIES
3.1. Reform of Curriculum System and Adjustment of Training Plan
Application-oriented universities will use application-oriented talent with innovative ability as the goal of cultivating talents. “Application” is the core embodiment of application-oriented colleges and universities, and applied talents must be applied talents with innovative ability. So, it is necessary to change the curriculum system of traditional education, adjust the training plan, put the innovative curriculum and innovative education throughout all aspects of the whole school education and teaching and all grades, to cultivate and establish students’ innovative thinking and innovation consciousness, and cultivate students’ innovative ability. From the aspects of teaching system design, teaching system setting, teaching content, teaching method and extracurricular activities, the cultivation and exercise of innovation consciousness, innovative technology and innovation ability are integrated into education and teaching, academic activities, scientific and technological activities and practical activities. We should strengthen the subject construction of innovative education, plant the subject foundation of innovative education in colleges and universities, and add the
general education module of innovative education in the training scheme. Deepening the reform of innovative education in colleges and universities, in the teaching of specialized courses, the cultivation of innovative educational knowledge, technology and innovation ability is integrated into professional courses, so that students can establish innovative ideas and innovative consciousness in specialized learning and practice, form good innovation inertia and improve innovation ability.

3.2. Perfecting Innovative Education Support
Guarantee System
To do a good job in innovation education, we need to establish and improve the guarantee, incentive and system measures of the innovative education system, so as to make the innovation education work actively and widely in the long term. Universities and colleges formulate relevant policies. For example, from the aspect of basic security, establish the system of school-Enterprise Alliance, increase the innovation and practice base of teachers and students, and improve the innovative and practical ability of teachers and students; the school or college establishes the Student Innovation practice base, lets the student innovation design and the practice has the place. Incorporate recommended postgraduates into innovative educational content from the perspective of incentives and institutions; Undergraduate course adds innovative education modules into innovative education curricula; strengthen the teaching reform and reward measures, teaching reform will be included in the professional course of innovative education; the inclusion of innovative educational content in various scholarship awards for students; reward students and Mentoring teachers who have won awards for various innovative projects and innovation competitions in their innovative practice activities.

3.3. Construction of Teaching Staff
Teachers are the primary body of the implementation of teaching, is the ultimate executor and implementation of education and teaching. Teaching should first implement the problem of teachers. Traditional teaching method is a teaching method based on teaching, which belongs to the closed form of cramming full hall irrigation. The innovative education teaching method is the candid self-learning teaching, the student becomes the main body in the teaching process, the teacher plays the leading role in the teaching process. So, the change from the traditional teaching method of the innovative teaching mode needs to do the following work well [2]. Transforming teachers’ ideas, improving teachers’ ability quality and cultivating innovative teaching staff. Ideological decisive action, changing educational thought and renewing the educational concept is the forerunner of education, teaching and teaching reform, transforming teachers’ traditional educational concept based on imparting knowledge, and cultivating innovative teachers. From the school and college level, from the policy, the system, the environment guidance, encourages the teacher to change the educational thought, changes the education teaching way, carries on the teaching reform. In the process of teaching, the role of the main body of the students is strengthened, from the main body of the teacher to the main body of the study, and the closed teaching method is changed to the open teaching mode. Schools or colleges can set up teaching and research projects, and invite celebrities to make reports, encourage and guide teachers to carry out teaching reforms, and develop students’ initiative, enthusiasm and ability to think independently. Students become the main body of the classroom, the teacher is the leader, change the student only listen to the teacher only talk about the cramped classroom situation, change candidates from teacher to student.

Secondly, innovation requires innovative teacher education, education reform and innovation not want to change can change, teachers need to have knowledge of complex structure, with some innovative practices and innovative practice ability, teachers have a solid basic skills, with self-confidence, innovative teachers can teach confident and innovative talents. It is an important task of the school to cultivate innovative teachers and self-cultivation of innovative teachers.

Innovation education usually takes the result and practice as the test standard, trains the student innovation knowledge on the basis, carries on the innovation practice, therefore, requires the teacher must have certain innovation practical experience. At present, most front-line teachers are professional skills or research-oriented personnel, the study of this field of expertise is deep, but the knowledge is not broad enough, or the knowledge of liberal arts is rich, to the lack of expertise. Therefore, teachers must be encouraged and guided to be based on reality, combined with the actual situation, broaden their horizons, increase practical experience, enhance practical ability. For example, let teachers enter the enterprise practice exercise, improve the practical ability, enhance the ability of innovative education. Cultivate professional teachers to learn knowledge and innovative knowledge, expand teachers’ knowledge, teachers themselves form a reasonable and perfect knowledge structure, in the deep professional basic knowledge and general knowledge in-depth integration, and applied in teaching practice. It is an important teaching trend to integrate innovative education into the teaching of specialized courses.

The practice of innovative education is basically the interdisciplinary research and practice of multi-disciplinary integration. So, to encourage and support teachers to carry out interdisciplinary research, or curriculum teaching process multidisciplinary and
multiple professional teachers to work together to teach and guide students’ practice, so that in teaching, can increase the breadth of students’ knowledge and professional width, at the same time, through the above downward teaching and practice, promote and cultivate students’ spirit of unity and cooperation.

Since Premier Li Keqiang put forward the call of “Mass entrepreneurship and innovation” in 2014, the country has formed a new trend of innovation of all people, cultivating students ‘inventive and innovative education is also in full swing. However, in terms of innovative education and innovative practices, due to the short duration of research or education, there are still no mature teaching materials for innovative education and practice. Multi-disciplinary and multi-disciplinary teachers should be encouraged to work together to strengthen the research and innovation practice of teaching materials, to integrate and cross-study the knowledge of various disciplines and specialties, to set up group wisdom and strength to study, to form results, and to prepare innovative teaching materials.

3.4. Establishing Students’ Innovative Practice Base and Carrying Out Innovative Training in Combination with Student Competition

Innovation education takes the consequence and practice as the test standard, trains the student innovation knowledge on the basis, carries on the innovation practice, so, builds all kinds of student innovation practice base are the Innovation Education Foundation. Practice base construction through the establishment of school-Enterprise Alliance, and enterprises to establish an internship practice base, students in the enterprise practice or practice; Shandong University of Technology Innovation and Entrepreneurship College has established a “Da Hong Lu” innovation and entrepreneurship practice incubation base, to provide students with opportunities for innovative entrepreneurial practice; Engineering Training Center to provide students with innovative practice of processing equipment base; college Joint school to establish mechanical and electrical product innovation practice base, to provide students with innovative practice of experimental places and processing sites, mechanical and electrical products innovation practice base guidance teachers to provide students with advice and guidance services for innovation, enhance students’ confidence in innovation.

Professor Lu Guodong of Zhejiang University said: “The student’s mind is utilized to fill the container of knowledge, but the torch that needs to be ignited. I think the subject competition is the kind of fire that ignites the torch. Now students’ interest and imagination in the competition is beyond we expect this to be felt in many competitions”. The usual subject competition requires students to have innovative design and to make physical objects, so that students in innovative design and innovation practice to ignite the enthusiasm of students ‘innovative awareness and innovative practice, through competition and physical production not only improve students’ innovative awareness, innovative design, innovation ability and hands-on ability, And through the competition to cultivate the students’ unity and cooperation ability, communication ability, scientific and technological paper writing ability and management ability.

REFERENCES
A Comparative Study on Music Teaching Systems of Dalcroze, Kodály and Orff

Hanyu Xue
Ukraine Skavolo German Normal University, Kharkov, 61001, Ukraine
E-mail: 13789735555@139.com

Abstract: Orff Approach and Kodály Method were influenced by and formatted after Dalcroze Eurhythmics. This paper mainly makes a comparative study on the historical and cultural background and the relationship among the object of the mind, the goal and the method of Orff Approach, Kodály Method and Dalcroze Eurhythmics. This paper aims to point out the actual meaning of music teaching, and puts forward the new development direction of music teaching system of Orff approach, Kodály method and Dalcroze eurhythmics in China.

Keywords: Dalcroze; Kodály; Orff; music; teaching system; comparison

1. INTRODUCTION

Since the 20th century, due to the rapid development of educational psychology and related disciplines, many new ideas and methods have emerged in the field of music education abroad. Among them, Orff Approach, Kodály Method and Dalcroze Eurhythmics have a wide influence in the world, and are known as the “Three Pillars” of world music education. With the process of reform and opening up, these new concepts and methods spread rapidly in China, providing a broad learning and reference space for music education in China. However, while drawing on these advanced concepts and teaching methods, we should also avoid copying rigidly. Although Orff Approach, Kodály Method and Dalcroze Eurhythmics have made remarkable achievements in the field of music education, there are great differences in their focus, research level, problems, methods, achievements and influence on the world. Only by carefully comparing and analyzing these three education systems can we improve our music teaching methods on the basis of our national conditions [1].

2. COMPARISON OF HISTORICAL AND CULTURAL BACKGROUNDS

2.1. The Historical and Cultural Background of Dalcroze Eurhythmics

Swiss composer and conductor Emile Jack Dalcroze’s Eurhythmics teaching system came into being and matured in the first and second world wars. At the end of the nineteenth century, he combined the body rhythm and music learning method, formatting the teaching method—“Gymnastique Rythmique” (body rhythm). This method is learning music via practicing rhythm, breath and improvisation. At that time, social unrest and various changes prompted people to urgently seek spiritual comfort. This has prompted people in all fields to change their way of thinking, causing the formation of Dalcroze’s Eurhythmics. When he was a professor of sight reading and harmony at the Conservatory of Music, he found that although the students played well, they could not feel and express music very well, lacked keen feelings and positive reactions to music. This contributed to the formation of Dalcroze’s Eurhythmics [2].

2.2. The Historical and Cultural Background of Kodály Method

Zoltán Kodály is a Hungarian composer, national music theorist and music educator in the 20th century. He enjoys a high reputation in the world. The Kodály Method named after him is one of the most influential music education systems in the contemporary world. Hungary’s special colonial background has caused the infiltration of German and Austrian culture, which has caused Hungarian society to despise its own national culture. This makes Kodály Method take national music as the main body and emphasize on the development of national music. The biggest characteristic of Kodály Method is that its educational system originated from Hungarian folk songs. The foundation of Kodály Method is the national basic music education. Kodály Method mainly focuses on imparting various musical skills, not on personal gifts and preferences. Therefore, Kodály Method is sometimes considered to be the perfect way to train mechanists or sound systems, sound digital engineers, but it cannot build a real musician [3].

2.3. The Historical and Cultural Background of Orff Approach

Orff Approach was founded by German composer Karl Orff. Carl Orff was a West Germany Munich. He was a famous contemporary composer and music educator for children. Orff Approach was formed in the same period as Kodály Method. Orff Approach advocates elementary music thought. In his opinion, elemental music is not only a separate music, but also a whole system of art education that integrates music, dance and language. Orff Approach mainly advocates student-centered, focuses on cultivating the self-innovation spirit of students [4]. The scientific and innovative nature provides valuable experience for music basic education, and helps us to change...
traditional educational concepts and explore new ways to reform the content and teaching methods of music basic education [5].

3. THE DIFFERENT OBJECTS OF THE MIND AMONG THE THREE MUSIC TEACHING SYSTEM

3.1. The Object of the Mind of Dalcroze Eurhythmics
Dalcroze Eurhythmics achieves the harmonious development of body and mind through the close connection between physiological and motor organs and thinking. Pay attention to the expression of the body’s inner perception, and pay attention to the combination and transformation of the auditory art and the sense of vision and motion. Put forward the method of learning music by body rhythm, which opens up the way of learning music through human limbs.

3.2. The Object of the Mind of Kodály Method
Kodály Method advocates music education in the mother tongue for the general public, cultivates the ability of music reading and writing, inherits and develops the national music, runs singing through the whole music learning process, creates a comprehensive and broad-based music teaching method, and formulates a unified music education structure from kindergarten to Conservatory of music.

3.3. The Object of the Mind of Orff Approach
Orff Approach method is devoted to the fundamental music education for everyone to learn and experience. It stressed the exploring and experiencing music perception through personal participation and emphasized on the cultivation of musical creativity, the idea of “combining music with language and action with rhythm” was put forward. Orff instruments with simple operation and rhythm percussion were designed. Through comparison, it is found that all of them put “human education in the first place”, that is, to develop everyone’s innate ability to respond to the artistic power of music, rather than emphasize a single “knowledge imparting”. It raised the highest goal of education to the cultivation of human creativity not the accumulation of knowledge.

4. COMPARISON OF EDUCATIONAL OBJECTIVES

Dalcroze Eurhythmics is mainly to develop students’ inner hearing, while giving consideration to students’ sense of motion and creative expression ability. Orff Approach is mainly to cultivate students’ creativity. Kodály Method regards music as an important subject course while cultivating students’ ability of music reading and writing. Through the comparison of educational objectives, we can see that all three embodies Maslow’s humanistic education. The focus of education is not on knowledge and intelligence, but on the cultivation of better people, emphasizing the all-round education of cognition, emotion and behavior. It is the different educational concepts of the three that inevitably lead to the same and different educational objectives among them. They all advocate the construct the knowledge structure through students’ personal participation and experience, so that students can find what they have to know.

5. COMPARISON OF TEACHING METHODS

In the teaching of body rhythm, Dalcroze Eurhythmics is mainly carried out through “rhythmic vocabulary”. That is, ears and body are regarded as the main instruments for learning rhythm. Orff Approach is based on children’s learning characteristics, starting from perceptual experience, learning knowledge and interesting music teaching process through vivid and pleasant games and sound perception. Kodály Method takes full account of children’s acceptance ability and characteristics, designing the vocalization, intonation, rhythm, syntax exercises, and lyrics around singing teaching. The following results can be seen through analyzing:

5.1. Dalcroze emphasized the importance of music experience to music learning in his teaching methods. Pay attention to the performance of the body’s inner perception; focus on the combination of auditory art with vision and kinesthesia. For Dalcroze, the music experience is to better serve sight reading and improvisation. Dalcroze regarded body rhythm as technology of learning music and realizing music expression. It not only met the needs of a child-centered and experiential education, but also conformed to the rules of cognitive psychology.

5.2. The object of the mind of Orff Approach is closely related to language. Orff regarded rhythm and language as the focus of early education. In all music education practices, whether rhythm education or melody education, it is necessary to practice dialogue. For Orff, his education method laid a more comprehensive foundation for the further development of music education.

5.3. The biggest characteristic of Kodály Method is that its educational system originated from Hungarian folk songs. In his opinion, singing is the core of education, even for professional instrumentists. Kodály Method mainly focuses on imparting various musical skills, not on personal gifts. Therefore, Kodály Method is sometimes considered to be the perfect way to train mechanists or sound systems, sound digital engineers, but it cannot build a real musician.

6. CONCLUSIONS

The development trend of music education in the 21st century is cooperation and exchange. Only through mutual exchanges and absorbing advanced educational ideas, methods and means, can we better improve and develop music education in line with China’s national conditions. In a word, Orff Approach, Kodály Method and Dalcroze Eurhythmics have been widely disseminated all over the world, which provides us with a broad learning and reference space for our music education. But while we learn from these advanced concepts and teaching methods, we
should also avoid copying them mechanically. Only by carefully comparing and analyzing the three pillars of education can we improve our music teaching methods on the basis of our national conditions.

REFERENCE
Analysis of Investment Situation of Chinese Construction Enterprises under the “One Belt and One Way” Strategy

Pan Yu
Department of Management, Shanghai University, Shanghai, 200444, China
E-mail: 276306381@qq.com

Abstract: The strategic plan made by the Party Central Committee in the new era of “one belt and one road” strategy is also known to all that the construction industry is the most important part of the infrastructure construction industry. According to the plan jointly issued by the three ministries and commissions jointly to promote the vision and action for the construction of the Silk Road Economic Belt and the maritime Silk Road in twenty-first Century, the construction of “one belt and one road” is of primary importance. The task and key content is the construction of infrastructure. Therefore, the study on the direct investment behavior of Chinese construction enterprises along the “one belt and one road” line is of great significance for the smooth implementation of the strategy of “one belt and one road”. Through analyzing the foreign direct investment activities of China’s construction enterprises along the “one belt and one road”, this paper further reveals the problems existing in the direct investment activities of China’s construction enterprises along the “one belt and one road” country, and puts forward corresponding improvement measures on this basis.

Keywords: construction; enterprises; area

1. WITH THE DEVELOPMENT OF REGIONAL ECONOMIC INTEGRATION, THE IMPORTANCE OF REGIONAL AND CROSS-REGIONAL INFRASTRUCTURE HAS BECOME INCREASINGLY PROMINENT

Global infrastructure construction is ushering in a new round of development opportunities. Since September 2013, China put forward the new era of “one belt and one road”, and put forward the policy of the maritime Silk Road and Asian fund, which provided a strategic guarantee for Chinese construction enterprises to actively fulfill their international transformation under this new era background and take advantage of this opportunity to make full use of two domestic and foreign resources and two markets, so as to achieve the goal of effective utilization of international resources and maximize profits. Barrier [1]. According to the Ministry of commerce data, in 2016, China’s construction enterprises signed 6201 new contracts for foreign contracted projects in 65 countries along the “one belt and one road”. The newly signed contracts amounted to 113 billion 520 million US dollars, accounting for 54.1% of the total contracted new projects contracted by China over the same period, an increase of 13.1% over the same period last year. In 2016, the total amount of new contracts signed by our enterprises in the contracting countries along the “one belt and one road” project amounted to US $126 billion, which accounted for 51.6% of the new contracts signed in China over the same period. At the same time, the implementation of the strategy of “one belt and one road” put forward by our country also needs the improvement and improvement of the infrastructure of the host country. The participation of Chinese construction enterprises can also enhance its role in global development. “One belt and one road” involves 65 countries and regions. The potential market is huge, and the investment space and opportunity are huge.

According to the development research center of the State Council, the demand for infrastructure investment will reach US $10 trillion and 600 billion in the next five years. As we all know, the construction industry is the most important part of the infrastructure construction industry. According to the plan jointly issued by the three ministries and commissions jointly to promote the vision and action for the construction of the Silk Road Economic Belt and the maritime Silk Road in twenty-first Century, the primary task and key content of the construction of “one belt and one road” is the construction of infrastructure. Therefore, the study on the direct investment behavior of Chinese construction enterprises along the “one belt and one road” line is of great significance for the smooth implementation of the strategy of “one belt and one road” [2].

This paper conducts an empirical study on the outward direct investment activities of 119 Chinese construction enterprises in the “one belt and one road” countries, so as to conduct in-depth discussions on the characteristics of overseas direct investment activities of China’s construction industry along the “one belt and one road” area, and further reveal the strategic layout characteristics and problems of Chinese construction enterprises’ overseas direct investment activities. It better responds to national policies and seizing historical opportunities to make
recommendations for international development [2].

2. THE CURRENT SITUATION OF CHINESE CONSTRUCTION ENTERPRISES GOING OUT

2.1. Data Sources

This paper collects and collates the relevant data of Chinese construction enterprises’ outward direct investment activities by hand. The specific process is as follows: (1) According to the list of top 500 Chinese construction enterprises issued by China Construction Enterprise Management Association in August 2017, it serves as the list of Chinese construction enterprises for this study; (2) To the Chinese construction enterprises disclosed on the website of the Ministry of Commerce of the People’s Republic of China. The direct investment information is sorted out; (3) the information collected above is supplemented by the annual report of listed construction companies and the search of their official websites and relevant news media reports, and the sample data is obtained; (4) the missing data in the above samples are eliminated [3].

Finally, it was concluded that in 2005 -2016, 100 Chinese construction enterprises carried out 419 new investments along the “one belt and one road” area. In this paper, the list of top 500 Chinese construction enterprises issued by China Construction Enterprise Management Association in August 2017 is selected as the initial list of enterprises in this paper. The list collects data from more than 11,000 Chinese construction enterprises in China, such as construction, survey and design, engineering supervision and so on, whose total profit is between 50 million yuan and 30 billion yuan. Analysis, industry analysis, market share analysis to identify candidate enterprises, and invite 100 senior executives, scholars and officials to evaluate qualified enterprises. Comparing with the international practices, according to business income, total assets, total profits, credit rating, social contribution, owner satisfaction and other indicators, the candidate enterprises are ranked and sorted comprehensively. Form a list. And this article is selected from the top 100, representing the leading enterprises or regional backbone enterprises in China’s construction industry, with a strong representative [4].

2.2. Overseas New Investment Activities of Chinese Construction Enterprises Show a Three-Stage Fluctuating Upward Trend

From Figure 1, it can be concluded that the overseas new investment activities of Chinese construction enterprises are on the rise, which can be roughly divided into three stages.

2.2.1. Stable and slow growth stage from 2005 to 2008

During this period, the overseas newly-built investment activities of Chinese construction enterprises are in a steady and slow growth stage. This is mainly due to the proposal of "going out" development strategy, the gradual improvement of the supervision and guarantee system of "going out" of construction enterprises in China, and the continuous strengthening of information services to provide domestic construction enterprises with relevant information such as laws, regulations and tax policies of the host countries.

Figure 1. The overseas new investment activities of Chinese construction enterprise

2.2.2. Slow growth stage of volatility from 2009 to 2012

During this period, there are many uncertainties affecting the global economy, so the overseas investment of Chinese construction enterprises has a greater impact, and the situation is more severe. In 2009, due to the slowdown of global economic recovery and the continuing spread of the European debt crisis, the growth rate of China’s construction industry gross output fell sharply. During the same period, China’s construction industry grew steadily with a series of policies to speed up the construction of affordable housing projects and other policies to speed up the construction of rural infrastructure, but the motive force of foreign direct investment was still low. In 2011, under the influence of the national macro-control policy, Chinese construction enterprises are facing more and more fierce competition at home and abroad, and the domestic output value has declined. As a result, the expansion of business scale has caused interference and the strength of foreign investment has been greatly weakened.

2.2.3. High-speed development stage from 2013 to 2016

During this period, the direct investment of the Chinese construction enterprises along the “one belt and one road” increased mainly due to the following two points: (1) national policies and financial support: in November 2013, the “one belt and one way” strategy rose to the national strategy in the eighth Plenary Session of the 11th CPC Central Committee, while the government constantly improved the funding and policy support for Chinese enterprises going out, and established the Silk Road Fund in 2013 and 2015. The Asian Infrastructure Investment Bank was formally established. In addition, the China Development Bank and the import and export bank also increase investment in construction of Chinese

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enterprises in the countries along the border, and support the “one belt and one road” infrastructure construction, production capacity and financial cooperation, and continue to increase investment in the construction of “one belt and one road”. In March 28, 2015, the State Council formally issued the document “promoting the vision and action for the construction of the Silk Road Economic Belt and the maritime Silk Road in twenty-first Century”. (2) The market capacity of the countries along the border is widening: most of the areas along the “one belt and one road” area are emerging markets or developing economies, which are in an upward stage of economic development. The Asian Development Bank estimates that infrastructure investment demand in the Silk Road Economic Belt region will reach $8 trillion in the next 10 years. Therefore, China’s major construction enterprises have been planning to seize the opportunity of building the “one belt and one road”, adjust their business layout and innovate business models, and actively carry out business transformation and upgrading in the process of deepening regional economic development, seeking new development.

2.2.3. Chinese construction enterprises have obvious tendency to invest in the countries along the belt.

As can be seen from Figure 2, the newly built investment of China’s construction enterprises in the countries along the belt is basically concentrated in 11 ASEAN countries, 18 Western Asian countries and 10 South Asian countries, with a total of 393 newly established branches, accounting for 83.05% of the total overseas investment. Among them, in the 11 countries of ASEAN, the largest number of new institutions was 252, accounting for 52.61%, followed by 18 countries of West Asia, accounting for 91, accounting for 19.00%, followed by 8 countries of South Asia, with a total of 50 new branches, accounting for 10.44%. Chinese construction enterprises have relatively few new branches in five Central Asian countries, seven CIS countries and 16 Central and Eastern European countries, which are 25, 36 and 25, accounting for 5.22%, 7.52% and 5.22% respectively. Thus, it can be concluded that 11 ASEAN countries, 18 West Asian countries and 10 South Asian countries are the key areas for overseas investment of Chinese construction enterprises.

2.2.4. Because of the government’s background, it is easier for Chinese state-owned construction enterprises to obtain policy loans and other supporting factors, thus gaining special international competitive advantages.

According to Figure 3, China’s construction enterprises mainly invest in state-owned enterprises and central enterprises in all the other countries along the route. This is mainly due to the following reasons: (1) The construction industry city is one of the ways to expand international diplomacy, close national relations and establish friendship, and state-owned enterprises have become the worthy preferred enterprises for such construction projects. Thanks to this, large and medium-sized state-owned construction enterprises have become the earliest “going out” group of enterprises since China’s opening to the outside world. They have accumulated some experience in the process of international economic cooperation and have established friendly cooperative relations with government agencies in some countries. Therefore, they have more advantages than private enterprises. (2) There is still a certain gap between private construction enterprises and state-owned construction enterprises in terms of overall industrial technological innovation ability, management and technological research and development ability. Overseas investment and development of state-owned construction enterprises in recent 60 years have accumulated abundant technical experience and trained a group of senior professional technicians. They have independently studied and innovated many technical construction methods, such as geotechnical engineering, earthquake resistance of Engineering structures, comprehensive blasting, integral lifting of large structures and equipment, pre-stressed concrete and bulk concrete, and some technical construction levels. It has reached or approached the world advanced level. (3) Shortage of overseas service information is one of the obstacles for many private enterprises to “go out”. Private enterprises have a weak ability to collect business information such as culture, law, policy, tax and so on. Therefore, the organizations specializing in overseas business information services play an important role in the process of “going out” of private enterprises, but at the same time, there are fewer
domestic related institutions. Therefore, the lack of overseas services of private enterprises is one of the difficulties that plague private enterprises [2]. (4) Compared with the state-owned enterprises with annual income of nearly trillion yuan, the private enterprises in China are generally smaller in scale and facing the problem of shortage of funds. Therefore, it is extremely urgent to request financing and credit. At present, China’s internationalization of domestic financial institutions is relatively slow, and overseas institutions are mainly concentrated in the more developed countries in Europe and the United States. This situation is different from private enterprises’ investment in emerging economies of “one belt and one road”. In addition, because of the credit of private enterprises and the risk of overseas business, banks are more reluctant to lend to private enterprises than state-owned enterprises. Therefore, private enterprises in the “along the road” countries rarely carry out new investment, mostly in the form of foreign contracted projects “going out”. (5) The political risk index of the countries along the route is generally high, and the ability of private enterprises to resist their own strength problems is poor.

REFERENCES
Consumption of Luxury Brands: The Motives of Millennial Chinese Consumers

Zhirun Huo, Minho Kim, Bangwool Han*
Department of International Trade, Chonbuk National University, Jeonju, Korea
*E-mail: huo2008@hotmail.com

Abstract: The primary objective of this paper is to explore Chinese millennial consumers’ motives of luxury brands. In this paper, a set of questionnaires is sent out to collect data and uses factor analysis to test the relevant assumptions. Our results show that conspicuousness, uniqueness, conformity, and hedonism are the main motivations that influence Chinese young consumers of luxury brands consumption. Moreover, findings indicate (that) global identification plays a moderating role on the effect of these motives on luxury consumption that global identification has a significantly positive moderating effect on the psychological variables on luxury consumption.

Keywords: luxury brand consumption; conspicuous; uniqueness; conformity; hedonism; global identification; Chinese millennial

1. INTRODUCTION

In recent years, the rapid expansion of the Chinese luxury market makes many consumers realize that pursuing luxury brands is pursuing a high-quality lifestyle and life attitude [1]. Xiaohui analyzed Chinese consumers’ motivation of purchasing luxury goods and discovered that purchase luxury goods to meet their conspicuous needs. In line with previous literature, this paper aims to investigate the consumption motives of Chinese millennia’s for luxury goods, with the moderating effect of consumer global identification on the relationship between the psychological motives and intentions to purchase luxury brands.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This paper mainly discusses the motivations of young Chinese people’s luxury consumption from five aspects: Conspicuous motivation, Conformity motivation, Uniqueness motivation, and Global identity. This section discusses how the conceptual framework is developed, and Figure 1 presents the framework.

Figure 1. The conceptual model

2.1. Conspicuous Motivation

Face consumption is a prominent feature of Chinese luxury consumption. In China, Some people will save money to buy luxury goods to meet face consumption, which caters to the social vanity of some consumers. These people hope to show their identity and status by buying luxury goods, thus widening the gap with others [2]. Frank pointed out that consumers take conspicuous consumption in order to gain and maintain their social status.

Hypothesis 1: Conspicuous motivation is one of the factors of young Chinese people’s luxury consumption.

2.2. Conformity Motivation

Living in a large community, our choices and judgments are influenced by the people and things around us [3]. O’Cass found that Chinese consumers care more about others’ opinions than western consumers [4].

Hypothesis 2: Conformity motivation is one of the factors of young Chinese people’s luxury consumption.

2.3. Uniqueness Motivation

The research of Phau shows that Luxury is a symbol of fashion and trend. Consumers express their individuality by wearing different clothes [5]. Luxury goods can display the status of consumers, wealth and lifestyle etc. so it can be said that consumers’ purchase and enjoyment is actually a kind of symbolic meaning brought by luxury goods.

Hypothesis 3:
Uniqueness motivation is one of the factors of young Chinese people’s luxury consumption.

2.4. Hedonism

The study of Westbrook and Oliver found that consumers get sensual pleasure, aesthetic enjoyment and excitement through the consumption of luxury, so they can have self reward and self gratification. Xiaohui believed that the intangible value brought to them by consuming luxury goods would make consumers extremely satisfied psychologically [4].

Hypothesis 4: Hedonism is one of the factors of young Chinese people’s luxury consumption.

2.5. Global Identification

In the field of consumer culture, consumption is considered to be an important means to help consumers identify, strengthen and express their identity and distinguish themselves from other social groups [6]. Global products and brands are an important way for consumers to gain global identity. The results of regression analysis

Table 1. The results of regression analysis

<table>
<thead>
<tr>
<th>Variable</th>
<th>Unstandardized coefficient</th>
<th>Standard Error</th>
<th>Standardized coefficient</th>
<th>t</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-0.80</td>
<td>0.19</td>
<td>0.6</td>
<td>-4.15</td>
<td>0.00</td>
</tr>
<tr>
<td>Conspicuousness</td>
<td>0.27</td>
<td>0.05</td>
<td>0.25</td>
<td>5.92</td>
<td>0.00</td>
</tr>
<tr>
<td>Conformity</td>
<td>0.36</td>
<td>0.05</td>
<td>0.31</td>
<td>7.61</td>
<td>0.00</td>
</tr>
<tr>
<td>Uniqueness</td>
<td>0.29</td>
<td>0.04</td>
<td>0.27</td>
<td>7.07</td>
<td>0.00</td>
</tr>
<tr>
<td>Hedonism</td>
<td>0.09</td>
<td>0.05</td>
<td>0.08</td>
<td>1.90</td>
<td>0.06</td>
</tr>
</tbody>
</table>

Table 1. Regression result R is 0.459 and adjusted R is 0.455. From the regression results, conspicuousness, conformity and uniqueness all have a significant positive impact on luxury consumption with the significance level at 1%. Hedonism have no significant effect on the number of luxury purchases.

4.2. Regulatory Analysis

Table 2. Adjustment analysis results

<table>
<thead>
<tr>
<th>Model</th>
<th>Variable</th>
<th>Unnormalized coefficient</th>
<th>Standard error</th>
<th>Normalization coefficient</th>
<th>t</th>
<th>significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model 1</td>
<td>(Constant)</td>
<td>2.89</td>
<td>0.05</td>
<td>0.05</td>
<td>63.45</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>Centralization of psychological variables</td>
<td>0.87</td>
<td>0.06</td>
<td>0.57</td>
<td>14.03</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>Centralization of global identity</td>
<td>0.19</td>
<td>0.05</td>
<td>0.16</td>
<td>4.03</td>
<td>0.00</td>
</tr>
<tr>
<td>Model 2</td>
<td>(Constant)</td>
<td>2.73</td>
<td>0.05</td>
<td>0.05</td>
<td>53.90</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>Centralization of psychological variables</td>
<td>1.05</td>
<td>0.07</td>
<td>0.69</td>
<td>15.82</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>Centralization of global identity</td>
<td>0.25</td>
<td>0.05</td>
<td>0.22</td>
<td>5.45</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>Psychological variables and the world</td>
<td>0.26</td>
<td>0.04</td>
<td>0.25</td>
<td>6.22</td>
<td>0.00</td>
</tr>
</tbody>
</table>

5. DISCUSSION

According to the analysis of the paper, we can see: Assumption one, assumption two, assumption three is tenable. Assumption Four is untenable. Assumption Five is that Global identification as a regulatory variable will moderate the effect of the psychological factors on luxury consumption intentions of young Chinese consumers is tenable. These factors can be summarized as follows. (1) Young consumers are always curious about new things, the best way is to provide the latest colors and design ideas, so as to attract young groups to follow and spread. (2) From the perspective of the economic factors affecting the consumer’s luxury consumption, this causes different levels of consumers to have different demands, so a consumer needs not only guidance, but also needs to be managed according to different levels of expectations.

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Contradiction between Wish and Reality Study of Sustainable Development to Environment Design

Yu Guo
Xinyang Agriculture and Forestry University, Xinyang, Henan, China
E-mail: Guoya20004@163.com

Abstract: This article analyzes the vision and reality of an excellent sustainable development design case and points out that the realistic and sustainable development of sustainable development design without the existence of design. Based of this, we can start thinking and discuss how to design the sustainable development function and process in order to meet the human’s attribute from the relationship between the needs of regional dynamic development of functional environment and regional and regional attributes. Forms Mobilize multidisciplinary approaches to achieving sustainable design in the environment.

Keywords: environment design; sustainable development; development study; wish and reality

1. INTRODUCTION
Environment is a region where people live. It may be a city, a village, a garden, a building, or a place where pedestrians can rest. The environment is also a carrier of human activity and an ecosystem of one person. Environmental design is to solve and deal with this man-earth relationship methods and techniques.

Since the 1970s, with the continuous expansion of the urban area and the rapid development of rural urbanization, the space environment for human existence has undergone tremendous changes. Human beings have sincerely taken the initiative to influence and change the surrounding environment’s feedback on the living conditions of human beings from time to time remind mankind of the achievements of the world to change the summary and reflection. More people are aware that mankind is facing a crisis-ridden living environment. The problems of ecology, resources and environment are becoming more and more serious. How to solve this problem and make people’s living environment develop healthily, and the concept of sustainable development has drawn wide attention. Since the concept of sustainable development was put forward for decades, it has penetrated into all fields of human society in depth and environmental design is no exception. We are surrounded by the design of sustainable environments that use sustainable materials, methodologies and engineering techniques that can be found everywhere. These sustainable designs are good examples of sustainable ideas and materials. The emergence of methods, materials, technologies and forms has changed people’s lives in many aspects and has played a relatively good role in reducing energy consumption, reducing pollution emissions and protecting the ecological environment. However, with the passage of time and changes in social functions, the problems exposed by these environmental design using sustainable technologies have also gradually increased, and people’s lives have been affected in some places. As a result, the design vision and reality have been radically different results.

According to design process, choice of build materials and different using effects between design wish and reality, the main designer of JANAMANI’s visitor center have a detailed introductions on a academic forum of tsinghua university.

The visitor center of JANAMANI is a reconstructed representative public building to be re after YUSHU earthquake. For build itself consist with meaning of build, the team of design made a serious-minded survey to the relationship between JANAMANI and YUNSHU, cultural environment of JANAMANI, as shown in Figure 1, characteristics of space, and so on. The finally design plan was quadrate building structure and used brick setting façade of Tibet style. At the same time, some viewing decks were designed on roof of build. These viewing decks could point to eleven history sites that even had important effect in formation and development of JANAMANI. As shown in Figure 2, the eleven sites were located in valleys or on peaks. Wish that designed these viewing decks were to overlook and worship for man. But designers found that no man overlooked and worshiped on these viewing decks through some yeas tracking. Even no clergies went to overlook or worship those holy lands on these viewing decks. On the contrary, some places that be used for worshiping were appeared around these viewing decks. As shown in Figure 3, wish of design these viewing decks was completely different with using reality.

The visitor center of JANAMANI’s build style embodied inheriting and development to local culture and history. The build was integrated with nature environment, human environment. And build materials mainly were local natural materials. Boards of the viewing decks were recycled from earthquake ruins. Whole build was build using traditional technologies,
and modern materials and modern technologies is as auxiliary ways. The method of build was regard as an effective methods for modern vernacular architecture [1]. So, the visitor center of JANAMANI and it’s viewing decks can be a typical work among sustainable architectures. But the effect between wish with reality was unsatisfactory and needed to think by we. sustainable design is not equal to the existence of the design of a realistic sustainable development.

Figure 1. The team of design made a serious-minded survey to the relationship between JANAMANI and YUNSHU

Figure 2. A viewing Piatform points to eleven history sites

Figure 3. Some places that be used for worshiping were appeared around these viewing decks

In Tibet, we can often see a kind of religious rite that one or some people whole body is on the ground in a direction, then stand up and again. As shown in Figure 4, the action can continue server kilometers, dozens of kilometers or hundreds of kilometers. Every one is devout, and every one put oneself out the way. The forward process is completed by body, not rely on machinery or power. The action is spontaneous and is driven by religious belief. And the action already is inherited for thousands of years. Now, the religious action still has no conflict with modern society. It just is a sustainable design that the religious action. The spread of the action is sustainable development of the design. The reason that the action can continuous spread is devout belief of people. The belief’s carrier is people but not religion. This example shows that: the needs of people in order to design a sustainable carrier and dynamic force.

Figure 4. Long head visits

The visitor center of JANAMANI and it’s viewing decks is model of sustainable developmental design, and the religion that people is carrier and power source is special case of sustainable development. So, how to solve the conflict between wish with reality though change sustainable environment design into sustainable development of environment design?

In 2005, the International Federation of Landscape Architects and UNESCO signed the International Charter of Landscape Architecture Education Charter (ILFA 2005) that: In the fast-growing society, our landscape architects must be responsible for the landscape of the future, any impact on the outdoors The behaviors and things that the environment creates, uses and manages will all have an impact on the sustainable development of mankind and its benefits.

2. BASED ON THE CRISIS OF SUSTAINABLE DEVELOPMENT DESIGN AND THE RESPONSIBILITY OF PROFESSIONAL DEVELOPMENT, THIS PAPER DISCUSSES THE METHOD OF SUSTAINABLE DEVELOPMENT OF ENVIRONMENTAL DESIGN FROM THE FOLLOWING ASPECTS OF LANDSCAPE ECOLOGY AND HUMAN SOCIOLOGY

First, starting from the design of human ecosystem, to meet people’s attributes and needs as the design goal. The design of human ecosystem is based on the ecological properties of sustainable development, reasonably arrange the environment design pattern, and make the environment design have the sustainable ecological service function.

2.1. The Ecological Properties of Sustainable Development

In ancient China Confucianism “pipe”, a book with a description of the lives of attitude “in the quiet outside the King”. I think this is sustainable design approach—to achieve sustainable design environment, designed Environmental object itself must first have the ecological sustainability. In our life, we can often see the scene: in the process of environmental design, ecological corridors such as rich water systems and woods are “rehabilitated” in the name of beautification, and the simple and artificial ecological environment is substituted for the original and complicated Natural communities lead to a reduction in the sustainability of environmental design.
Therefore, in order to realize the sustainable development function of design, environmental design should regard environmental design as an ecological system which is not only a carrier of regional ecological system but also a support system of regional natural ecological environment. By designing living environment, And non-living interactions and the use of the process to maintain the diversity of animals, plants and microorganisms to regulate and make use of the local climate and environment, the use of ecological adaptability principle of natural work, in the protection of nature and biological relations based on improved Not conducive to the natural conditions of survival and development, maintain and improve the recycling and regeneration of resources and energy, and realize the sustainable development of environmental design.

2.2. Reasonable and Orderly Ecological Environment Pattern

Environmental design as a landscape design system, the location and size of the site need to follow the spatial pattern and follow the process of climate and animal migration, human space activities and other processes. This is the basis for environmental design to provide sustainable ecological services. This requires that environmental design should be regarded as a part of the system of natural and ecological environment in the region, to coordinate the structural functions of design and the natural ecological environment rationally, to coordinate the various impacts on design and ecology, The development of regional ecological environment, the realization of the ecological value and significance of the design, and the sustainable development of environmental design. Finally, it will achieve the trinity and harmonious coexistence of man - environment design and natural ecology.

2.3. Sustainable Development of Ecological Services

The fundamental standpoint of eco-service function of environmental design is to design correspondingly the needs of local people in the aspects of historical traditions, local customs, customs and construction techniques, etc. The targeted design is to provide local people with the ability to form Identity, sense of belonging to the space environment. Through the understanding of the context of the venue and the reference of the traditional forms of the region, it draws on the essence of the regional culture and joins the language of the times to extend and develop the connotation of environmental design and become the carrier of the traditional culture and modern social civilization. The traditional life style And social relations, promote people’s saving and treasure of social assets and improve human’s ethical understanding of land and environment.

To meet the needs of people’s attributes for the design goals, we must start from the attributes and needs of people, according to the basic needs of the environment, set environmental functions and content and carry out progressive design questions and questions and answers. In the 20th century, American psychologist Maslow divided the needs of human nature into five levels: physiological needs, security needs, social needs, respect needs, and self-actualization needs. From the viewpoint of design ecology, Masnou’s five human needs can be divided into human security needs (including physical, ecological, environmental, survival, and behavioral needs), human play needs, respect needs and emotional behavior Attribution needs (including aesthetic, participation and pride, emotional identification needs). As shown in Figure 5.

![Figure 5. Masnou’s mental model—desing sustainable model](image)

2.4. Designed to Meet Human Safety Needs

Some scholars believe that space is the extension of human behavior, and the existence of space is the relationship between an object and the person who feels the existence of the object. Therefore, the design environment task is dealing with the relationship between the environment and people, this relationship needs to be set composition and function space organized according to people’s basic needs design environment, the climate started to explore the site, in order to meet the security needs of people living And must act as the premise of demand, pay attention to

the ecological function of environmental design, through the sunshine, topography, vegetation, structures, water bodies to improve and use, to determine the most reasonable functional composition and spatial organization. Create a comfortable and pleasant space environment to meet people’s healthy life and work needs.

2.5. Design to Meet the Needs of Respect for People

Respect for human beings in environmental design is reflected in the design of respect for nature, the respect and inheritance of ecological environment, regional culture and customs, which is the
precondition of forming a sense of belonging in environmental design.

2.6. Design to Meet the Emotional Needs of People

Attribution.

The formation of the sense of belonging of environmental design emotional behavior begins with the creation of environmental visual beauty through the visualization of the spatial form of the organization of landscape elements such as the history, culture, architecture and color of the region, with iconic themes, characteristic nodes and spatial sequences in line with local People’s aesthetic habits and behavioral psychology landscape visual form, forming easy to identify The overall regional landscape intent. Easy to identify the spatial form conducive to the formation of people on the psychological design of environmental identity.

A sense of belonging formation of environmental design and emotional behavior in the region because of the demands on living space, through a summary of the unique topography, environment, customs and other natural and human conditions, can be summed up as emotional cues spatial elements, evoke memories of past events and emotions, to create the most appropriate form of space to meet the needs of rich spatial experience, promote the formation of spatial behavior, events and memories to form emotional resonance. Through the organization of landscape space forms and elements, rich feature nodes and spatial sequence layers are created to form various exchange spaces Lead people to participate Which and The formation of cultural exchange and emotional interaction Make Regional culture and customs to develop protection and continuation of health and reinforce their regional pride, a place to form a stable image, but also to people in order to achieve the recognition of the emotional environment, and form a sense of belonging.

2.7. Design to Meet the Needs of People’s Play.

If people is starting point of design goal, we should design questions and answers from people characteristics. In china, we often see that people dance under bridge or square. The dance can makes people to relax their body and happy their feeling. Although the people only can find very limited places, they still are happy. In America, some temporary parks around road are transformed gardens for people having a rest. This kind of way is already popular in hundreds of countries. Even temporary cities are appeared too. These phenomenon are only extemporaneous creation, but an expression that people like play and happy. This habit of people is most important characteristic. Play and happy are most important thing for people if not including survival. So, we should make people satisfied to play and happy when we have an environment design. In a design one question is what people need, and we should think to how to solve the question.

3. USING FUNCTION AND PROCESS OF

SUSTAINABLE DEVELOPMENT

From the historical process of the development of a region, we can see that the regional functions have undergone tremendous changes in the times over time. In this dynamic process of change, as the times change, people’s values and social outlook are changing. All these changes urge people to create and discover the environmental design forms more suitable for their own needs. Therefore, the planning, construction, conservation and regeneration of environmental design must also evolve and change with the evolution of geographical functions. From the perspective of man-land relations, eco-service functions that can meet the dynamic development and changes of regional functions are designed.

Space creates environment, environment organizes our life, action and relationship [2]. Environment not only provides habitat for human, but also is carrier of sustainable development. The using function and process design of human-oriented sustainable development just is to respect man, guide man and limit man.

Ever Karl Marx said that any human plan only could produce disaster while the plan didn’t abide by nature laws [3]. So, to respect human is to respect region conditions of human living, healthy humanity habits. Based on these design ideas, we may set environment elements, and avoid to seek nature materials, technologies and ways only. Style of design should be similar with style of environment change. If we don’t respect characteristics of region condition of human, the wrong result will be appeared [4]. The wrong result maybe are that niche breadth of people would be lessened, and health of people would be harmed. Upon this condition, sustainable development of environment design would be impossible.

To guide man and to limit man are specific expression for using function of sustainable development. There are two meanings including optimization and control. To insisting 3R principle just is that to guide man and limit man, and re-design landscape function, and reform landscape function. This design could provides affordance for people. In specific space, the design goals are that forming certain comfort of environment, comfort of mentality and body, and promoting expressive force of design oneself, and enhancing participation desire of people, guiding people to produce healthy actions, treat environment friendly, unifying value of environment and actions of people. Though thinking the relationships between living rules of people and times background, an aim of design should be gained that people and environment are a coordinating relationship and environment design can be sustainable.

In Japan, a designer named Naoto Fukasawa design a different umbrella stand. The umbrella stand was located on entrance of his company and didn’t occupy ground space. Naoto Fukasawa design a small ditch on the wall. And with of the ditch was 8mm, depth of the
ditch was 5 mm and height of ditch was 15 cm. Umbrellas could be subconsciously put into the small ditch when people go in to see it in rainy day. The design of ditch didn’t damage original ground and build environment, at the same time occupying space of the ditch was very small too. And the design of ditch didn’t use materials and waste energy. An orderly design can solve problem and beautify environment. Other example was a design of chopsticks. The front of chopsticks was common with other chopsticks, and the back of chopsticks was cuneiform. When the chopsticks were put on the table, the front of chopsticks could leave table because the back of chopsticks was heavier than the front of chopsticks. The design can change people’s bad living habit.

Two designs could accepted and liked by people and wish of design agreed with reality of design. From two examples, using function and process were necessary conditions to realizing sustainable development of design.

4. PARTICIPATION OF MULTIDISCIPLINARY COMMON DESIGNS

Center goal of environment’s sustainable development is to take care of people. In internet+ background of modern society, value of people live already makes very great changes. The needs of people to live already tend to multielement. Traditional practices are not fit with society development. For meeting people’s needs in new situation, we must change past thinking type, and cooperate with other related majors, communities, businesses. Using more ways need used for solving problems of people.

In UK, design organizations put their workshops into hospitals directly for gratifying work environment needs of doctors. And designer and doctors work together. Doctors can participate designer’s work too. Other processors also maybe to be invited for discussing design project. Finally a very satisfying project was gained. By this token, multidisciplinary participation and cooperation should an everlasting topic but only now but also further. This kind of way is other necessary condition to sustainable development.

5. CONCLUSIONS

People are starting point of design, and nature materials and technologies do not be regarded as a carrier. At the same time, the environment is regard as a part of people for crating and design people’s live and actions. Environment is given a personalistic role. In design, environment as a part of people guides, design and limit people’s actions. This can produces nature living condition and can make a long development for people’s nature habits. This is a fusion among nature, human, artificial environment too. And this is also a design for human and living. This design idea is necessary for future environment design of sustainable development.

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REFERENCES
Discussion on Art Design in the New Media Age

Dong Li
College of Mechanical Engineering, Shaanxi University of Technology, Hanzhong, Shaanxi, China
E-mail: 112406278@qq.com

Abstract: The advent of the new media age brings new performance to art design, breaking through the original model, and under great changes in work style, presentation form and content. In the new media age, designers share resources via the Internet, break geographical boundaries, and thus acquiring more materials for design. At the same time, the combination of art and technology in the new media age gives new meaning to art.

Keywords: new media age; art design; performance

1. INTRODUCTION
One of the important differences between human beings and animals is that people can take the initiative to collect information and realize information transmission. Throughout the development of the society, the information exchange carrier has undergone several changes which have always been closely related to the development of science and technology. Historically, the emergence of papermaking and typography has freed information transmission from geographical limitations. The arrival of broadcasting technology has greatly increased the speed of information dissemination. The invention of photography has enabled people to obtain more vivid information by dynamic images. Nowadays, the network technology has greatly changed people’s lives. People can not only obtain information of different forms such as sound, words and images, but also transmit information in an interactive and non-linear way. Today, as we are entering the new media age, designers must seriously consider the art design in this new era [1].

2. THE CONCEPT OF THE NEW MEDIA
At present, network technology and digital technology have gained rapid development, and are widely used in various fields in people’s life. These technologies have quietly changed the channels for people to obtain and transmit information, and the concept of new media has gradually drawn more attention. New media refers to a variety of new medium appearances based on new technologies. The new points of the new media firstly refer to the new science and technology, and secondly refer to the new form of performance. For instance, media, including the Internet and multimedia, are new forms, and e-books, digital TV, and digital newspapers are products of effective combination of traditional media and new technologies. The new media carries out various information transmission activities through computer technology and network technology. Compared with traditional media, new media is characterized by low cost, fast transmission speed, wide transmission range, much information, strong interaction and visualization.

3. THE INFLUENCE OF THE NEW MEDIA ON ART DESIGN
The emergence of new media has changed the traditional way of design, which improves the quality and efficiency of the design work. The employment of the all-digital design process makes the entire design process much simpler and the file transfer can be completed in a short time. The whole process is convenient and fast, and the designer can easily obtain various design materials. The digital design process can avoid the drawbacks of the original manual design, such as long time-consuming and difficult to change. At the same time, designers can use multimedia to communicate with others, thus quickly searching for and drawing on similar design schemes and materials to inspire themselves. And also, problems in the design process can be corrected in time. In the new media age, designers can interact with the target consumers through multimedia to understand their needs and design works that better cater to the consumers’ aesthetics. The new media has greatly reduced the workloads of designers and enabled them to have more time to carry out other work. Meanwhile, efficient communication makes designers to keep their feet on the ground to serve people, which is likely to gain wide recognition from audience [2,3]. Although new media provides good conditions for art design work, it also sets higher requirements. First, new media art based on digital technology requires users to master computer technology because new media art skillfully combined computer technology and art design. With the emergence of computer languages and the continuous updating of design software, designers must constantly improve their logical thinking and software operation technology. Second, new media makes the information transmission more diversified. Designers cannot keep abreast of the
times if they only master graphic design or are only familiar with production processes of audio, video and animation. Therefore, designers should learn more about design knowledge in other fields and improve their design skills so that they can better adapt to the new media age. In addition, the interactive feature of new media asks designers use this technology to create a control interface that matches the audience’s psychological needs, human-computer interaction, and action orientation.

4. ART DESIGN PERFORMANCE IN THE NEW MEDIA AGE

Compared with traditional art design, the most remarkable features of the new media art design are authenticity and interactivity. In the new media environment, art and technology, instead of existing independently, achieve harmonious combination. Designers unite the media industry with art design and integrate various elements for processing and improving to create sophisticated works. Technologies represented by computer technology provide with designers brushes, paints, canvases and other materials for them to design in a new environment, and meanwhile the process of design can also be showed by the new media platform. In recent years, the Spring Festival Gala, the opening ceremony of the Beijing Olympic Games, and the Hangzhou G20 Summit performances have all taken advantage of the three-dimensional stage design background created by the new media technology. With art performance, programs integrating lighting, music and environment gave the audience aesthetic enjoyment. It is a typical performance of the perfect combination of media industry and art design.

The 2015 Spring Festival Gala introduced interactive creativity of the new media, aiming to allow everyone to participate in the gala. The audience can not only enjoy the audio-visual feast, but also find pleasure in the interaction. Authorized by CCTV, CCTV International Network Co., Ltd. has exclusive broadcasting and communication rights of CCTV Spring Festival Gala programs to the public through the Internet, mobile platforms, car TV and other new media platforms. The mass media in the new media environment exerts great influence on the art form, aesthetic standards and modes of transmission. It can be said that the emergence of digital technology significantly changes the performance of traditional media, and made it active online in digital form and acknowledged by increasingly more people.

National Palace Museum in Taipei once hosted a new media art exhibition called “Qianlong Chao”, and it simultaneously exhibited “The All Complete Qianlong-Aesthetic Tastes of the Qing Emperor Gaozong”. These two exhibitions made cultural relics fresh with the help of the new media technology. Its curator said: “Today, everyone can be Qianlong!” “Qilong Chao”, based on the concept of “Modern Qianlong”, created a wonderful world with sound, light, shadow and image. This let every audience incarnate Qianlong and experience a fantastic journey. First of all, the audience was led to the cultural relics of Qianlong through the “Time Cave” composed of the Qing Imperial Illustrations of Tributary Peoples and Qianlong portraits. Then, across the landscape the audience entered a visual “Qianlong Spring Morning Celebration” based on the Spring Morning in the Han Palace. Aligning your face with the human face stereoscopic detection system, you will find yourself wearing a costume becoming a member of the celebration in the comic. Walking through the market, the audience can enjoy the contemporary works of art inspired by the cultural relics and created by the artists. These works were displayed in the huge Curio Box and had a modern name, “The Small Universe of Qianlong”. Qianlong Emperor’s art collection encompasses the best works of ancient and modern China and foreign countries. The new media art exhibition is a combination of contemporary and historical art, and what makes this intercommunication possible is the new media technology. Designers present the theme of the exhibition through modern techniques such as animation creation, role-playing, street art, avant-garde fashion and electronic music. In terms of technology, the exhibition employed face stereoscopic detection technology, image recognition and augmented reality and human body dynamic tracking and sensing system. These technologies deconstructed the emperor’s collection, allowing the audience to participate in the process of remodeling, thus generating great interest. In terms of creativity, the exhibition linked modern times with ancient world. Many contemporary artists participated in the creation and interpreted the exhibits with the new media technology, thus producing a marvelous result integrating science, technology and history.

The art design of the objects in the new media era is different from that of the objects in traditional way. The design activities in the new media age rely on the digital devices. The new media art design use digital technology to finish the entire art design process. At present, TV programs, online media, social platforms, large portal sites, and interactive advertising can all be included in media products with high maturity in art design. In the new media environment, designers must skillfully combine social needs with the emotional experience of the audience. New media can influence art design to a large extent and give the art design a distinctive feature of times. The Memories of Hangzhou in Hangzhou G20 Summit
Performance enjoyed great popularity in the friend circle for its fantasy and real scenes. It is another audio-visual feast of Chinese culture after the opening ceremony of the Beijing Olympic Games with the help of the new media technology. This holographic projection spectacle was the production of virtual imaging technology which reproduces real three-dimensional images of the objects. It not only produces stereoscopic aerial images, but also enables performers to interact with the images, completing the show with fantastic and unique performance results. Several programs in the performances used holographic projection technology to project images onto holographic media, thus presenting 3D effects in front of the audience. The stage, water surface, natural scenery, holographic background and sound were combined with the mature new media technology, which demonstrates a new dance design. The audience was presented a new audio-visual experience with excellent performing arts.

5. CONCLUSION
The information in the new media age spreads quickly through the web platform so that the audience can obtain information in a timely and effective manner, thereby generating a good user experience. The content of the network information covers many aspects, such as life, work, travelling and so on. The reason why the new media has generated such great influence is mainly because it enables art design to produce rich visual performance from content to form. The designer’s creativity creates a good interaction between the audience and the media products. Every audience can understand and feel the art works of according to his or her own needs. The artistic atmosphere of the new media age, compared with the traditional one, is more relaxed, free, pleasant and creative.

REFERENCE
Existing Problems and Countermeasures of Human Resource Management in Multinational Enterprises

Jiaqi Wang
School of Management, Shanghai University, Shanghai, 200444, China
E-mail: 544064803@qq.com

Abstract: Faced with the tide of globalization of the world economy, the contacts between countries are constantly close. Multinational corporations have increasingly become the pillar of the world economy, and the number of expatriates has also increased. Therefore, international human resources management in multinational enterprises has been promoted to a strategic position, and the most important part of international human resources management is the management of expatriates. With the fierce competition of global enterprises deepening, how to select suitable expatriates and properly motivate them to produce the greatest performance is related to the share of enterprise products in the global market, the core competitiveness of enterprises, and the overall development of enterprises. Based on this, this paper first discusses the centralized performance and existing problems in the process of multinational enterprises’ expatriation, then analyses the causes of these problems, and finally puts forward solutions to scientific and effective management of expatriates.

Keywords: countermeasures; expatriates; multinational

1. PREFACE
With the globalization of the contemporary world economy and the deepening of world integration, multinational corporations have been established and developed abroad. Transnational corporations have become the carrier of economic globalization and the flow of personnel has been strengthened. For example, 19 of the 26 senior managers of American Chemical Company have worked abroad; 4 of the 8 senior managers of Ford Company have worked abroad. With working experience, most people can speak more than one foreign language fluently [1]. According to the survey, more than 60% of the 250 large multinational public enterprises in the world are increasing short-term expatriate staff, and 27% of the multinational companies are assigning more staff to undertake the task of expatriate. Many domestic companies are also taking advantage of the tide of economic globalization to move towards overseas markets and become members of multinational companies. For example, Huawei, Haier, TCL and so on. Up to now, China’s enterprises have set up more than 8000 overseas institutions and invested as much as US$40 billion in more than 170 countries and regions. China will become the fifth largest supplier of FDI in the world. Therefore, in the coming decades, China will also increase the number of foreign subsidiaries [2]. However, the process of expatriating is not smooth. The results of most multinational companies’ expatriating are not satisfactory. Surveys show that about 40-50% of American enterprises’ expatriating is unsuccessful. Among those who successfully finish their assignments, 50% of employees are inefficient. Therefore, enterprises suffer huge human resources losses. Therefore, in the increasingly fierce global competition situation, how to select, cultivate, manage and retain international talents, so as to establish and maintain the core competitiveness of enterprises, has become an important human resources management problem that most transnational corporations need to solve urgently. It would be a big mistake to think that the effective human resource management model of domestic enterprises is still applicable in overseas subsidiaries [3-5]. The research area of this paper is international human resources management, because it involves a wide range of data is difficult to obtain, so the research is more complex. Although foreign scholars have been exploring the issue of human resource management in expatriates for many years, most of the studies focus on one module of human resource management in expatriates (such as cross-cultural training, career planning and management of expatriates). Among them, Ronen synthesized the views of Tung, Oddou and Mendennhall, and divided the criteria of expatriate selection into five categories: motivation status, work factors, family situation, relationship scale, and language skills. Tung conducted a targeted survey of expatriate training, and the results showed that compared with enterprises without training, the success rate of enterprises with cross-cultural training was higher. Higher; Candy and Bobbins research is aimed at expatriate performance. They believe that the performance evaluation of expatriates has its own complexity and particularity because of different political, economic and cultural influences [6]. They need to understand and evaluate Expatriate
Performance in a global context. As for expatriate salary design, Schell and Solomon concepts and modular approach in home country. On the basis of the two reference principles, three salary design systems are proposed, which are home country-based salary system, host country-based salary system and mixed system [7–8]. Domestic scholars started their research on the management of expatriates later. Professor Lu Hongjun’s General Theory of Human Resources Development Cross-cultural Science published in 1980 is an early collection of argumentative papers on human resources management of multinational enterprises by Chinese scholars, which opens the door for Chinese scholars to study human resources management of multinational enterprises. Since then, China has begun to conduct in-depth research in this field. Research. In addition, Professor Yu Wenzhao’s “integration assimilation theory” summarizes the views of predecessors. The theory based on the research of management psychology refers to the integration of internal resources under different cultural backgrounds, the assimilation of employees from different cultural backgrounds, and the establishment of management organizations, human resources management systems and enterprises with particularity, growth and structure. Industry culture is conducive to achieving greater value for multinational corporations [9–11]. Based on this, this paper first defines several key words, such as multinational corporations, expatriates, expatriates, and expatriate failure, to clarify the research object. Secondly, this paper uses the research results of foreign scholars and the successful overseas dispatch experience of multinational enterprises for reference to analyze the reasons for the failure of expatriate dispatch, and then puts forward some corresponding countermeasures according to the reasons for the failure of expatriate dispatch analyzed above [12].

2. EXISTING PROBLEMS IN HUMAN RESOURCE MANAGEMENT OF EXPATRIATES

Mercer Human Resources Company, based on a comprehensive survey of 210 multinational enterprises in various industries around the world, produced the 2005–2006 International Employee Outsourcing Survey. The results show that in the two years 2005–2006, about 45% of multinational enterprises increased the number of outsourcing to foreign subsidiaries. Successful expatriates are of course win-win for enterprises and employees. On the one hand, they improve the economic returns of enterprises, promote the realization of the goal of internationalization of enterprises, and lay a solid foundation for the future development of enterprises. On the other hand, they also achieve expatriate employees, which enable them to have experience across the work, update existing knowledge and skills, and play a greater role in the work. Value, enhance confidence in future work.

2.1. Problems in Employee Appointment

Even though more and more multinational enterprises are employee expatriating, in reality, many multinational enterprises’ expatriating effect is not ideal. The main problems are as follows:

2.2. Selection Criteria are Single, and the Overall Quality of Expatriate Staff is not High

When choosing expatriates, the criteria are often single and there is no comprehensive assessment of the employees, which leads to the fact that the selected expatriates are not suitable for expatriate work, and the employees cannot complete the assignment tasks according to the requirements of the enterprises in the process of expatriating. According to Shary and Tracey, 14–60% of the expatriate employees in multinational enterprises give up expatriating because they do not adapt to the working and living environment abroad [13,14].

2.3. Staff Morale is not High and Work Efficiency is not High

The expatriate staff lacks communication and communication with their parent company during their tenure abroad, and cannot get the care of their parent company. The expatriate staff lacks sense of belonging and overall morale is low. In addition, the weakening of parent company’s supervision on employees often leads to the lack of unity and inefficiency between individual goals and organizational goals. According to the study of Economist in 1984, one out of every three expatriates in American multinational corporations will return home early without completing their assignment. In Europe, the ratio has reached an astonishing level of 1:7; even among the staff who complete the assignment, 39% of them are inefficient, and enterprises suffer huge human resource losses.

2.4. Not Properly Resettled after Returning Home

Black and Gregersen found that 50% of employees had no idea what they would do after returning home. About one third of the employees who completed the assignment were still not properly resettled for more than four months after returning home. They could only do temporary work. Half of the expatriates believed that the jobs arranged by the enterprises after returning home were lower than those assigned to them. Moreover, the experience and knowledge acquired abroad have no chance to be applied in new jobs, and employee satisfaction has been greatly reduced.

3. ANALYSIS OF THE REASONS FOR THE FAILURE OF EXPATRIATES

Tung’s research on expatriate failure in the 1980s is the most representative. According to his survey, for American multinational corporations, the reasons for the failure of expatriate assignment are in order of importance: spouses cannot adapt to foreign environment, expatriates cannot adapt to foreign environment, other family problems, personality and
emotional maturity of expatriates, and cannot cope with huge overseas tasks; for European multinational corporations, the most important reason is that the spouses of expatriates cannot adapt to foreign environment. For Japanese multinational corporations, the reasons for their failure in expatriating are: unable to cope with huge overseas tasks, personality and emotional problems, difficulties in adapting to the new environment, lack of technical ability of spouses to adapt to the new environment, and so on. Combining Tung’s research with the cases of expatriate failure in recent years, it can be concluded that the factors of expatriate failure can be generally divided into macro factors, enterprise factors and individual factors.

3.1. Macro Factors
Due to the differences in economic level, legal policy, religious beliefs and labor relations between countries, this will directly affect the health (physical, psychological) and work and life satisfaction of expatriates. Among them, cultural differences have the greatest impact. In addition, the greater the degree of interference of local government departments in enterprises, the more sensitive the relationship between enterprises and employees, which is not conducive to the expatriate staff to play their work potential.

3.2. Enterprise Factors
3.2.1. Training link
Enterprises often have high expectations for expatriate employees, exaggerating their subjective initiative and ignoring the importance of training. But expatriate employees and their family members need effective training and help in overcoming the difficulties brought about by cultural conflicts. However, Tung’s survey in the 1980s showed that only 28% of multinational enterprises have systematic and comprehensive training plans, while the 2005 survey showed that 88% of enterprises believe that pre-expatriate training is of great significance to the success of expatriates, but it still remains. Forty-two percent of multinational enterprises have no training programs. Among the enterprises with training programs, 34 percent have training programs for expatriate families, 27 percent have training programs for spouses, and 5 percent only have training programs for expatriate employees. Training is a continuous process. It does not mean the end of training when employees leave their home country to go to the host country. Scientific and effective training should be systematic. Neglecting the dynamic training when working in the host country and the training after returning home cannot bring the best results.

3.2.2. Return
After the expatriates returned home from their assignments, great changes have taken place in everything in China (from leaders of enterprises to grass-roots employees, from strategic decision-making to structure of enterprises). Because expatriates have lived in a country’s environment for a long time, they have adapted to the foreign environment. After changing their behavior, they will have to re-accept the domestic corporate culture and working methods again. This is called Reserve Culture Shock. So when expatriates and their families are ready to return home, they should also be trained as necessary. The training covers the possible cultural backlash and career development after returning to the home country.

Employment abroad is often seen as a promotion because expatriates are given more autonomy, greater responsibility, increased allowances and subsidies, and increased status. But after returning home, because of a long time to leave, senior managers often have forgotten it, and he has also been estranged from the company’s constantly updated corporate culture, it is difficult to re-enter the ranks of promotion.

3.3. Human Factors
3.3.1. Cross-cultural adaptability
Alone in a foreign country, living habits and working styles may be totally different from those in the home country. This kind of cultural impact often brings a lot of depression to employees. These problems cannot be solved by professional ability. Often, those employees who have strong language ability, flexible things, flexible work, high cultural empathy and are willing to accept new things have strong willingness to work in the new environment, and are easy to create higher performance.

3.3.2. Family factors
Although many multinational corporations have realized that the family factors of expatriates play a crucial role in the success of expatriates, they still cannot be afraid of resource constraints. A survey of 2005 assignments showed that 7% of employees returned home early because of their spouses’ termination of assignments. Because employees stay in other countries for a long period of time, family, especially spouse, becomes a problem that must be considered when they leave the country. Family migration often occurs in European and American countries, but most Chinese people affected by relocation tend to pursue stability, so spouses are largely reluctant to give up their original jobs to live in unfamiliar places, which will lead to long-term separation between the two places, which is not conducive to the lasting stability of marriage. In addition, the growth of children is also an important issue that has to be discussed. For a period of time during the growth of children, either parent can not accompany them, which may cause some psychological problems, such as behavior, personality, values and so on. All of the above family problems will bring uneasiness to expatriates who work alone, making them unable to work at ease, thus affecting their performance.

4. COUNTERMEASURES AND SUGGESTIONS
Nowadays, more and more enterprises have raised human resource management to a strategic position. The management of expatriate staff should also form a strategic system, which should systematically link the selection of candidates, training, salary, career planning and resettlement after returning home, and be aware of the interaction between various links. Every time period of the expatriate assignment - the pre-assignment period, the period of the expatriate assignment and the period after returning to China should be taken into account.

4.1. Selection of Suitable Expatriates
Wayne F. Cascio believes that international managers should be selected from five aspects: personality, skills, attitude, motivation and behavior. This paper holds that the selection of expatriates should be based on the “four in one” selection criteria: professional knowledge and skills, cultural adaptability, personal quality and family factors. Among them, professional knowledge and skills refer to the job skills, business knowledge, educational background and abundant work experience required by the expatriate posts. Learning ability is very important because the placement of highly qualified learning talents in target markets will force them to rapidly localize their languages in foreign markets where the language is not accessible. For example, TCL staff sent to Vietnam, most of them have learned Vietnamese a year later.

Yi Chunyu, president of TCL Overseas Business Group, said, “30% of the expatriates are professional competence and 70% are individual comprehensive quality and spirit”. Facts have proved that his idea is very accurate. At first, more than twenty people who were sent to Vietnam by him have become the main figures in each subsidiary company. For example, the head of TCL’s foreign subsidiaries in South Africa, South Asia, Middle East and Russia almost all come from the more than twenty people who first went to Vietnam.

In addition, the selection criteria are not invariable. Different selection criteria should be used according to different assignments and positions. For example, when American multinational chooses CEO of foreign subsidiaries, they should pay more attention to personal qualities, such as interpersonal communication skills, management skills and emotional stability. When choosing functional leadership, ideological maturity and emotional stability are more important. Secondly, the relevant professional skills; when choosing problem solvers, we should first consider the familiarity of the business and personal initiative and creativity.

4.2. Cross-cultural Training and Language Training
4.2.1. Cross-cultural training
Cross-cultural training can improve employees’ awareness and understanding of foreign cultures, break down cultural barriers in their work and life in other countries, and strengthen communication and

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communication between different cultural groups. Cross-cultural training mainly includes: (1) specific environmental training, including the economic and cultural notification of the host country, practical work tasks, responsibilities and corporate culture training, etc., can adopt direct imparting training methods such as lecture method, guest lecture method; and (2) cultural sensitivity training: usually using group accommodation training, team games, individual conversation and other activities, everyone is living. Actions fully expose their attitudes and behavior, but also experience the real feelings of the other party, and get real feedback from other members of their own behavior, strengthen self-awareness and cultural adaptability.

4.2.2. Language training
To work and live in a country, one must master the language of a country. This language includes not only traditional language, but also body language, common sayings, social etiquette and so on. This is conducive to the local life of expatriate staff, but also conducive to communication with colleagues of subsidiary companies. In addition to the training of the language of the country, if the subsidiaries of each country use the language of their own country rather than the language of the home country company, then it is necessary to train the expatriate staff in the internal language of the company to avoid the embarrassment of ambiguity in their work.

4.3. Salary and Welfare
Because of the particularity of the place of work of expatriate staff, their identity is different from that of the staff in their home country, but also different from that of the local staff in the host country, so when designing their salary system, we must consider comprehensively, integrate global strategy and regional strategy, and also consider the local economic and cultural environment. The salary of expatriates is divided into basic salary, incentive salary, allowance and welfare. In order to prevent the contradiction of unequal pay for equal work among employees, it is necessary for expatriates to have a comprehensive understanding of the salary system of overseas subsidiaries in the preparation stage. The formulation of salary strategy can be based on the salary system of the home country, or on the salary system of overseas subsidiaries. Multinational enterprises in Europe and the United States generally adopt the “two countries are happy welfare model”, that is, according to the home country’s salary standards to determine the basic wages of expatriate employees (home country treatment), on this basis, taking into account the actual situation of overseas work, increase various allowances and benefits. Therefore, in addition to social insurance in their home country, expatriate employees can also enjoy education allowance and host country accident injury insurance which were not included in their home country during their overseas service.
4.4. Helping Employees Balance Career and Family
Since spouses play a decisive role in whether employees are willing to accept or even complete their assignments, there are several measures to solve the problem of spouses who follow suit.

4.4.1. Communication before assignment
The company must communicate with the spouse of the target employee before deciding on the overseas dispatch of the employee. On the one hand, the company attaches great importance to the employees of enterprises and the task; on the other hand, the understanding of the stress-bearing ability of the whole family, happiness and harmony, and the cross-cultural adaptability of the spouse is also helpful to the selection of suitable expatriates, because employees with low family happiness tend to be insecure, inefficient and easy to terminate in advance. Return to China on mission.

4.4.2. Overseas employment counseling for spouses
Companies can work with other local multinational companies to help spouses of expatriate employees find jobs. Or their international affiliates employ their spouses directly. In addition, it is necessary to help spouses with language learning and career counseling. At present, many enterprises have set up employment advisory bodies in their overseas subsidiaries, which distribute local employment information to employees’ spouses to help them settle down overseas as soon as possible. For example, Huawei Technologies Limited provides free employment counseling to the spouses of expatriate employees, and establishes an internal access-only employment information database with local employment guidance centers to provide suitable jobs for spouses.

4.4.3. Economic compensation
Dual-income families may become temporary single-income families due to expatriation. During the period when the spouse has not found a job overseas, the financial pressure of the whole family will increase. Therefore, some enterprises will pay out migration allowance or welfare in the form of compensation for the decline of the economic ability of the whole family, or as a spouse’s allowance for finding a job in a foreign country. These allowances or the allowance is not too much, but it can be a great incentive.

5. CONCLUDING REMARKS
On the basis of the integration of the global economy, a large number of multinational enterprises have been bred, and these multinational enterprises tend to choose expatriate home country employees for some important positions of foreign subsidiaries. The research object of this paper is the human resource management of these expatriate employees. In the second part, several key concepts are elaborated: multinational corporations, expatriates, expatriates, expatriate tasks, and expatriate failure. Emphasis is laid on expatriate failure, because this study is mainly based on expatriate failure. The third part analyses the reasons of expatriate failure from macro, enterprise and individual factors. Macroscopic factors are mainly the differences between host country and home country in external environment (economic level, legal policy, religious belief, consumption concept, etc.); enterprise factors are mainly unreasonable selection criteria for expatriates, lack of training links and improper handling of returning problems; personal factors are mainly inadequate professional ability, weak cross-cultural adaptability and family distress. In the fourth part, according to the reasons for the failure of the expatriate staff proposed in the third part, the scientific and effective solutions for the human resource management of expatriate staff are put forward from four aspects: selecting suitable expatriate staff, conducting cross-cultural training, reasonable salary and welfare distribution, and career management. Because the sample of human resource management of expatriates is difficult to collect, and the domestic research is still in the initial and changing stage, this paper mainly uses the method of theoretical research and analysis, and does not carry out empirical research on some link or system of human resource management of expatriates. Some management strategies about expatriates may be put forward. Limitations also need to be tested and analyzed in the specific management practice of expatriate staff, and this paper only puts forward countermeasures for the six subsystems of human resources management, and further research should be carried out on the interaction between them.

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Four Strategies to Gain Effective Followership

Wenqian Zhu
School of Management, Shanghai University, Shanghai, 200444, China
E-mail: 1169998716@qq.com

Abstract: According to the theory of follower power, the promotion of follower power of subordinates will lead to the promotion of leadership, which will produce higher synergy effect and maximize organizational effectiveness. Improving followership depends not only on the improvement of employees’ personal cognition and ability, but also on the improvement of Leaders’ leadership style. Every leader should examine whether he or she deserves to be followed by his or her employees and strive to win the following of his or her subordinates. Faced with the new generation of employees who pursue more autonomy and fairness in the workplace, there are still some misunderstandings among leaders in winning the long-term commitment and follow-up of their subordinates. This paper analyses the common misunderstandings from four aspects, and puts forward specific suggestions on how to stimulate subordinates’ follow-up, so as to help leaders maintain and maintain a positive and harmonious leader-follower relationship, so as to promote the further improvement of team and organizational performance.

Keywords: follow; leadership; exchange; countermeasures; performance improvement

1. INTRODUCTION
Drucker, a master of management, put forward that “without followers, there will be no leaders”. Unlike the “subordinates” which are usually produced by the superior and subordinate positions, the “followers” contain more emotional factors and emphasize trust and loyalty. In reality, many leaders can only be called subordinates, not followers, which cannot stimulate the subordinates’ follow-up, and become the bottleneck restricting the further improvement of team and organizational performance. Surveys show that more than half of employees’ turnover is related to their direct leadership. Once employees feel that their superiors are not worth following, they usually choose to slack or leave their jobs directly. Generally speaking, people who can become leaders often achieve excellent results in business, but if they do not pay much attention to their own construction and cannot win the commitment and follow-up of their subordinates, they will quickly lose work friendship and subordinates’ support in the highly mobile workplace. For employees, they should be careful to identify leaders worthy of follow and achieve better development in their career; for managers at all levels, they should improve their own behavior, understand the psychological needs of employees, and become leaders worthy of follow by their subordinates. In this paper, we will analyze the wide range of problems of leaders and put forward targeted suggestions [1].

2. MISREPRESENTATION OF LEADERS
2.1. Pay Employees with Idealism
Many leaders, especially those in the start-up period, always talk about feelings and ideals. They warn employees not to attach too much importance to money. They should focus on future development or only promise future options. They try to make employees work hard at the present time with a delicious cake that has not yet been baked, even at the expense of their personal lives. It is impossible to fill the hunger with false pie. When leaders ignore the high price and pressure of survival faced by employees and try to squeeze the surplus value of employees only by the beautiful excuse of emotion and passion, how can employees wholeheartedly realize the grand blueprint of Leaders’ planning [2]. Essentially, the relationship between enterprises and employees is a kind of employment relationship, and only equal exchange is the basis for the rise of “employment” to commitment. Ma Yun, a well-known entrepreneur in China, once famously said, “Most employees leave their jobs either because their money is not in place or because they feel uncomfortable”. Only when their own efforts get substantial returns, can employees feel comfortable, will they give their superiors recognition and trust, and actively share the vision of leaders. According to the two-factor theory, salary is the main factor leading to employee dissatisfaction. A good leader must be good at explaining strategies, describing prospects and mobilizing employees’ enthusiasm and sense of mission. However, if he just talks about nothing and lets employees work hard at the front line, he can’t get a solid salary. In the long run, the psychological contract of his subordinates has been broken, and he has not yet waited for the leaders to come back, and the excellent employees have left their jobs [3].

2.2. Words without Faith
For leaders, the most basic code of conduct is integrity. For high-performance employees, when the goal has been successfully completed, the leader still refuses to fulfill the promotion, salary increase, bonus and other items previously promised to employees for various reasons, which will inevitably lead to the disappointment and anger of subordinates, and this behavior will ultimately be worthless. This behavior also reflects the disrespect for employees’ labor. Leaders who always promise but fail to deliver are not worthy of loyal follow-up by their subordinates.
In a survey on the reasons for employee turnover, many people mentioned that the CEO of the company did not fulfill his commitment afterwards. For example, some employees reported that the leader had promised a 10% pay increase before the project, which resulted in an unexpected reduction to 5% after the completion of the project, and the salary increase was delayed until June. If the employee left before June, he would not get his own salary increase. Similar situations are widespread in reality, and many employees eventually choose to leave under the calculation of companies and leaders.

2.3. Let Subordinates be Scapegoats
The hierarchy in the workplace exists objectively. The superiors need the execution of their subordinates, while the subordinates hope to be recognized and praised by their superiors. However, some managers regard subordinates as tools of their own performance, compete for their resources and achievements, and take what does not belong to them as their own. When problems arise in work, in order to maintain their status and reputation, leaders never reflect on their own decision-making and planning loopholes, but quickly shirk responsibility, attributing the problem to the negligence of subordinates. Such a leader can maintain superficial calm for a while, but in fact, he has lost credibility for a long time.

In these common situations, employees’ psychological contract is broken, and they will feel the political atmosphere in the organization. These unfair treatment directly destroys employees’ trust in leaders and enterprises, dampens employees' working enthusiasm, and ultimately reduces the possibility of employees’ initiative behavior such as knowledge sharing, advice, innovation and so on. According to business management standards, leaders should actively assume responsibility for their subordinates on the basis of clear powers and responsibilities. If the leader can’t take responsibility for his own decision-making, instead, let his subordinates be scapegoats, so the leader who ignores the facts is not worthy of his subordinates’ follow. Employees should be brave to protect their legitimate rights and interests when they encounter similar situations.

2.4. Refuse to Learn and Change
Faced with increasingly fierce competition and fleeting business opportunities, learning has become a necessary input for leaders. However, there are still many managers who indulge in past brilliant achievements, regard experience as the criterion, ignore new trends and new formats, and find it difficult to find potential opportunities and threats. At the same time, some leaders regard the different ideas put forward by their subordinates as a challenge to authority. In such an environment, employees often lose their motivation to fight and make suggestions, and it is difficult to realize their career ideal. In the long run, the short-sightedness of leaders will inevitably bring about the crisis of enterprises.

Xinfei, once a well-known enterprise in China, has recently been in a vicious circle of “loss-stop-production-capital injection-production-loss”, and was finally acquired. The main reason for the decline of Xinfei is that its leadership has stopped exploring innovation. Leaders are addicted to past achievements and neglect the rapid upgrading and restructuring of China's household appliances industry. They have been drifting away from the trend of development of the refrigerator industry. They have missed many rounds of industrial upgrading, such as energy-saving, intelligent and high-end, and lost their self-creativity and brand identity. Eventually, Xinfei was left behind by some brands such as Meimei, Haier and Gree, and the core team lost. Since 2011, Xinfei has been facing years of losses.

3. SUGGESTIONS FOR IMPROVEMENT OF LEADERS

3.1. Pay Attention to “Sixpence”
The protagonist in the famous novel Moon and Sixpence abandons the decent but oppressive middle class life to follow his painting ideal on the island. When everyone is looking down to pick up pennies, he appreciates the high moon. For modern employees, only by holding “sixpence” in hand can they feel at ease to accompany leaders to “watch the moon”.

Despite the emergence of various incentive methods, material reward is still the foundation, and competitive compensation is still a chip for exchanging high performance and strong followers of subordinates. If only the moonlight is beautiful, tomorrow employees will choose companies willing to pay a shilling.

Intelligent leaders are good at combining entrepreneurial ideals with their subordinates’ career ideals and life expectations to achieve an organic balance. In the initial stage or difficult period of entrepreneurship, we can temporarily reduce labor costs and adopt some long-term incentives. But once we enter a stable period, the profit distribution of enterprises should be inclined to employees in a planned way, and the development results should be shared by all employees.

3.2. Words must be Done
In reality, many leaders often adhere to the integrity of customers, suppliers and other external stakeholders, but they do not care about the employees inside the enterprise. Pan Axiang, a well-known entrepreneur in China, has never received formal school education. Now his Axiang Group has a market value of more than 2 billion yuan. Pan Axiang summed up his successful management experience as “promising employees must be done”. Pan Axiang promised all employees only high salaries and bonuses. In 2008, production was hampered by the collapse of snow-stricken factories. Even in such bad conditions, the average wage increase of employees at the end of the year was still as high as 8%. Pan Axiang promised to help employees buy houses and

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3.3. Take Responsibility and Improve Procedures

Leaders must regard the integrity of their subordinates as the primary criterion for their actions. Leaders should be very familiar with the company's relevant regulations on salary increase, promotion and welfare. If they are not sure whether they can fulfill them, they should not make promises easily and choose their own assured incentives. As for the promises already made, once the conditions for fulfillment are met, they must be carried out resolutely; even if the situation changes, it is really difficult to fulfill them, the leaders should explain the reasons to the subordinates in detail, and immediately fulfill them when the conditions permit. Such behavior will make subordinates truly feel the care and intentions of leaders, increase the cohesion between leaders and subordinates, make interaction more smooth, and improve work efficiency.

3.4. Active Learning and Change

Jack Welch pointed out in The Essence of Business that one of the qualities a leader must possess is to clear obstacles for employees and make them work happily. Leaders must guide and supervise the execution of decision-making. When problems arise in the execution, they must not completely shift responsibility to subordinates or other relevant personnel just to protect themselves wisely. A leader's bold attitude towards commitment will bring necessary security to his subordinates. First of all, a leader should be a moral leader with correct conduct, take facts as the criterion, take responsibility bravely, and establish a clear and positive team atmosphere and corporate culture. Especially when problems have arisen, leaders should face them directly, provide the necessary resources and support for their subordinates in time, and win their subordinates’ trust.

From another point of view, the unreasonable internal work design and performance appraisal will also provide a breeding ground for leaders to shirk responsibility. Firstly, enterprises should redesign their work tasks to make their powers and responsibilities more distinct; adhere to the evaluation principle of combining process with result, adopt more comprehensive performance evaluation methods (such as 360 degree evaluation method), improve the fairness and transparency of the process, and respect the reasonable rights and interests of every employee. In addition, enterprises should strengthen moral education in training leaders. Leaders should pay special attention to self-cultivation and be a realistic and admirable leader.

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Overqualified Employees’ Workplace
“Digging Money”

Ming Guo
School of Management, Shanghai University, Shanghai, 200444, China
E-mail: 1186589231@qq.com

Abstract: Denimo’s law states that everything should have a place where it should be. That is to say, each person and each item has a most suitable location, so that it can play the greatest value. However, nowadays, the phenomenon of “mismatch between people and posts” is becoming increasingly prominent in enterprises, which often fails to make the best use of people and things. Firstly, with the rapid development of higher education in China, the excessive supply of educational resources has brought a large number of highly qualified talents to the labor market; secondly, the global economic slowdown has greatly reduced the opportunities to obtain jobs; moreover, the self-determination of the new generation of employees in the workplace has been increasing, and they are always looking for better opportunities for development and promotion. Therefore, when a large number of highly qualified individuals are forced to take on jobs requiring lower skills than their actual skills, they will have negative emotions such as “no talent” and “little talent”. keywords: digging money; overqualified employees

1. INTRODUCTION
Throughout the history of China, there are many scholars who are frustrated with their official career and fail to perform well. They often express their depression through poetry. For example, Feng Menglong’s Ancient and Modern Novels of the Ming Dynasty has “seen that others are not as talented as him, one by one, who is well-educated and enjoys a noble position, but they are not encountering talent at home.” This indignant remark expresses the author’s gloomy mood because his own intelligence has not been brought into full play. From today’s management point of view, all of the above belong to the phenomenon of “person-post mismatch” in the enterprise organization. Good steel is not used in the blade, and cannot play their maximum role [1].

“Thousand-mile horses are common, but Bole is not.” Those high-qualified talents who are not reused because of their abilities always complain that they are not born at the right time. However, there are many factors leading to the rare encounter of talent, both subjective, such as high-minded and low-handed, unwilling to put down their stature; and objective, such as being limited by the current political environment, without any use [2].

1.1. Why does “Huai Cai” not meet? Psychological deviation caused by excessive self-orientation
In this impetuous era, it is easy for people to be ambitious and have high expectations and low skills, which also leads to some job seekers having a weird mentality. They always think that if they have a high degree, they can be better at work, have higher abilities, and despise the small tasks assigned by their superiors. They think that only by doing big things can they embody their value and ability. And this kind of high self-orientation has certain psychological implication effect on the feeling of being “used for nothing”. Many new job seekers have idealized expectations for their jobs and lack accurate self-orientation and clear career development plans. Therefore, in order to quickly occupy a place in the organization, and also to stabilize their position in colleagues, they often show impatience, eager to achieve, and urgently want to find an opportunity to show their skills and talents, so as to get the approval of their superiors and colleagues support as soon as possible. They are eager to show their ingenuity and competence, but they do not know that the “rush” is not urgent for a while, thick accumulation and thin hair is more advantageous. In fact, as a newcomer in the workplace, it is not conducive to their own development to “show a sharp edge” too early. Because you invisibly put yourself at a higher starting point and show your talents and insights everywhere, this will make your boss and colleagues around you have a psychological stereotype that you are better than others. It’s also because of this concern, once you miss something, they will react more strongly, shoot out the first bird, light say you are not hot, heavy suffer from colleagues’ downfall, become the “victim” of competition in the workplace [3].

We take the story of Jia Yi, a gifted scholar in ancient Luoyang as an example. When Jia Yi was young, he was praised by the world for his ability to write poems and articles. He was well-known and rewarded by Emperor Wendi of Han Dynasty. He was weak and crowned as an official, which was the peak of his official career. At that time, Jia Yi had a chance in other people. Jia Yi was accused of “learning at an early age, devoting himself to power and confusing
things”. Emperor Wendi of the Han Dynasty listened and gradually alienated Jia Yi. He was later banished as Wang Taifu of Changsha. Because of Jia Yixin’s arrogance, his heart was extremely disappointed and uneven. Since then, Jia Yi’s official career has declined, but with a feeling of regret, he finally died of depression and premature death [4].

The above story tells us that when we enter the workplace, we should not be impetuous and eager for quick success or quick profits, otherwise our original bright future will be destroyed by our temporary vanity and eagerness to achieve. After all, there is a running-in period between new employees and the new working environment. They are not yet aware of the content of their work, but eager to express themselves can easily lead to work errors. Therefore, we still need to learn how to keep light and obscure, to do practical things down-to-earth, the cold bench in front of us is to better enrich our talents. In addition, when dealing with colleagues, we should treat others with an equal attitude, do not think that we are superior to others, call on them, but share your surplus resources with them, so that everyone can remember your spirit of cooperation rather than your “self-esteem” and “nobody in the eyes”. In a word, the key to success in the workplace is to accumulate experience and cultivate the character of serving the masses [5].

1.2. Workplace Destructive Power of Highly Qualified Employees: Ripple Effect of Negative Energy Wave

Berlin Erdogan, a professor of management at Portland State University, has pointed out that employees are prone to negative emotions when their working abilities far exceed the job requirements, such as high awareness of rights, complaining about lack of challenging work, and low motivation to work. These negative attitudes can ripple across every corner of the organization.

Bruce Turgan, a leadership training specialist and author of 27 challenges managers must face, also believes that: “It’s less likely for highly qualified employees to be fully engaged. They always disdain the content of their work. They think that the work assigned by their superiors is not challenging and loses their enthusiasm and interest in work. They show perfunctory attitude towards work and thus cannot finish the work well.

According to complementary matching theory, when employees’ qualifications meet organizational requirements, organizations can also provide employees with what they need, such as jobs that bring them a sense of satisfaction. Once the matching between the two sides is unbalanced, employees can not feel the needs provided by the organization for them, and employees are prone to produce a series of anti-production behavior. When those employees who perceive themselves as highly qualified are compared with their appropriately qualified colleagues, they will not be satisfied with their current working status, which leads to a series of withdrawal behaviors in their work, such as lack of concentration, passive idle work, unauthorized departure, late and early retirement, etc. Some studies have also shown that high-qualified employees have a higher turnover intention. The reason is that high-qualified employees think that the work they are engaged in is not challenging and cannot satisfy their sense of self-achievement, which affects their work passion, reduces work effort and reduces team performance. In this way, when enterprises recruit highly qualified employees, the benefits of enterprises are not improved, but affected [6,7].

As a common social phenomenon, over-qualified employees are always looking for new springboards and opportunities, although it has many negative effects, such as affecting employees’ working attitude, physical and mental health, and also affecting their job stability. However, the development of things is two-sided. Excessive qualifications are bound to coexist with advantages and disadvantages. Looking at this problem from a positive perspective, excessive qualifications means that the employee has excessive energy and resources. When he works harder, he becomes a high-performance employee and wins the appreciation of his superiors and colleagues, leaving them a good impression of “strong ability”. So, is it the trees that show themselves in the woods that the wind must urge them to do so? Or is it that the trees show in the woods and the wind helps them?

1.3. Use Your Excess Qualifications—High Qualifications and Emotional Intelligence, Play the Job

Recent research by Erdogan and an assistant professor at Durham University School of Business shows that certain personality traits of highly qualified employees can help them integrate better into the work environment. Research shows that “highly qualified employees with high interpersonal influence can quickly win their recognition and respect when communicating with colleagues. Colleagues affirm their ability to work and enjoy working with them. After being supported and welcomed by colleagues, the interest and enthusiasm of highly qualified employees are also stimulated. Good interpersonal influence means that they have a strong ability to adapt to the working environment. They are more inclined to get along with others in a friendly manner, and can restrain their inner dissatisfaction with their work and superiors. The study also points out that such a way in the workplace can effectively improve work efficiency and make better job performance.

The experience of the “perfect politician” in history may be worth learning and learning from. Although according to historical records, he is extremely greedy, but throughout his life, his efforts and perseverance, his management wisdom and his way of dealing with people and things in the officialdom, deduced an
Inspiring career struggle history for us, is a career model worthy of our reference and learning. For those highly qualified individuals, in addition to satiating their stomachs with poems and books, they should also learn some “routines of life”. In China’s traditional interpersonal environment, people often allocate resources according to the relationship, so it is more important to deal with interpersonal relationship (“being a person”) than to do a good job (“doing something”). On the basis of brilliance, if you also have superb political skills, that is, to show high emotional intelligence in the workplace. It radiates the wisdom of great wisdom if foolish, which is of great benefit to people and themselves.

He Jing, for example, was very good at dealing with people who were officials of the same dynasty. According to historical records, Ji Xiaolan and Liu Luoguo, although nominally wearing the title of “Sergeant of the University” and “Minister of the Military Aircraft Department”, actually have no real power. Nevertheless, whenever there is a contradiction between He Gong and Ji Xiaolan, Liu Luoguo and others, it is always He Gong who bows his head and concedes defeat. It can be seen that He Jing is very good at dealing with peer relationships.

From the above two cases, we can see that although he was a famous corrupt official in history, he was deeply favored by Qianlong. As a courtier under one person and above ten thousand people, how did he manage the people around him and make them submit? And how to manage the emperor’s heart? The answer is that he is good at utilizing his excess qualifications, coupled with his outstanding political skills, good at observing words and expressions, good at seeing opportunities and acting in a pleasant way, so his official career has been steadily moving forward, from the official to the governor and assistant, and he has controlled the dynasty for more than 20 years.

4. DON’T FORGET YOUR FIRST INTENTION, YOU MUST ALWAYS SIT ON THE HOT AND COLD BENCH AND SUCCEED

Throughout history, there have been numerous cases of people who were willing to sit on the bench and ultimately succeed in their careers because their talents have not been reused. For example, Liu Zhiji, a historian in the Tang Dynasty, was admitted as a scholar when he was 20 years old. However, his talent and learning were drowned. He held the post of county director for more than ten years and served as a small “nine-grade sesame officer”. He did not abandon himself and complain about the situation. Instead, he devoted himself to the study of history with the mentality of “doing one line and loving one line”, and eventually won the court’s reuse and wrote the first book of our country. Systematic Monographs on history.

One of Huawei’s wolf culture is “cold bench, ten years to sit”. Huawei’s managers always create frustrations for their employees and sometimes even ask them to be demoted in order to avoid the impetuosity and impetuosity of young employees. According to Huawei’s values, employees who focus too much on self-achievement and career promotion channels are often not reused. Huawei aims to educate employees not to complain and complain about unfair opportunities and resources, but to calm down and cultivate a patient and stable personality. In the face of the general reality of unmatched jobs, highly qualified employees should reflect on themselves, avoid the strange circle of their “talent is not met”.

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guard against arrogance, rashness and restraint, so that they can endure loneliness in any position, and eventually reach the other side of the victory of “another village in the dark willow”.

Make good use of “stepping stone” and “lubricant” to open the way to career promotion.

In the workplace, it is often said that “promotion depends on ability, reward on performance”. What is promotion ability? Highly qualified employees have the ability to complete their work perfectly and create high-quality in-role performance so as to be recognized by leaders and leave a good impression of their ability, which lays a good foundation for their future career development and promotion. However, in many cases, whether an employee can be promoted or not requires not only leadership support, but also the mass base, which is a very important condition. It depends on the ability to build downward relationships to examine the interpersonal skills between employees and their colleagues, and whether they can get good comments and support from their colleagues. Those employees with outstanding self-reliance should also learn to skillfully use their excess qualifications to make high performance a stepping stone for your promotion and political skills as a “lubricant” to create high-quality interpersonal relationships and harmonious working atmosphere between superiors and subordinates, so that they can gain the greatest benefits for their own career path development.

Throughout the ages, political skills in the workplace have accumulated a profound cultural foundation, especially in some state-owned enterprises with a strong political atmosphere, which is a normal phenomenon. According to impression management theory, employees with high political skills often possess impression management ability. By catering to their superiors and showing weakness to their subordinates in time, they can gain trust and affirmation from others and make a good impression on others in the workplace. Therefore, employees with high qualifications should learn to lower their mindset, be good at self-regulating the sense of inequity and adapting to the unmatched working environment, and complete their work with high qualifications, quality and quantity. At the same time, individuals with high qualifications should also attach importance to the use of political skills, make good use of their excess qualifications and actively communicate with colleagues after work. They can share their work experience and methods with colleagues, help them grow up, and at the appropriate time show weakness, consult colleagues more, so as to leave a good impression of modesty, learning and respect for others. “Showing weakness” is actually a way of life in the workplace. Low-key handling and pretending to be confused is a manifestation of great wisdom, which can give people more confidence, let everyone be willing to accept you, give support and recognition, and help their own career development and success.

5. SUMMARY

In today’s highly competitive society with a large number of talented people, job-to-person mismatch has become a common phenomenon. If you want people to make the best use of their abilities, so that employees with over-qualified perceptions can maximize their own energy and avoid underuse of their talents, from the perspective of enterprises and managers, you should grasp every useful talent, give employees promotion opportunities to effectively reduce the negative emotions of high-qualified employees; and as high-qualified employees themselves, you should adjust their mentality, not blindly to the ring. Context, job allocation, etc. express dissatisfaction, while rigidity and the relationship between superiors and subordinates. Highly qualified employees should give full play to their initiative and fully demonstrate their advantages in any position. They should not only do their work steadily, but also get along well with their colleagues and leaders. On the basis of using their strength to speak, they also have a good relationship between upward and downward, in order to achieve career development success and maximize the interests of individuals and enterprises.

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Problems Existing in the Effectiveness of Human Resources Training in Enterprises and Countermeasures

Xinchen Cao
School of Management, Shanghai University, Shanghai, 200060
E-mail: 472209645@qq.com

Abstract: Competition of enterprises is in the final analysis the competition of talents. Excellent talents are the most important source of nutrition for the survival and development of enterprises. Human resources, as compared with enterprises, are just like protein equivalent to human body, and they are indispensable components. Every enterprise that wants to survive for a long time attaches great importance to human resources training, which is the key link of human resources management. Through training, it can obtain the specialized talents needed by the enterprise. Therefore, many companies try their best to do well, but the effect is not good. The inefficiency of training as a whole, the lack of evaluation, the lack of practicability and pertinence of the evaluation system, and many other problems have become the reasons for the failure of most enterprises. This article is to solve these problems.

Keywords: talents; human resources; training; problems and countermeasures

1. INTRODUCTION

Human resources training plays a very important role in the following aspects: enterprises can introduce the talents that enterprises lack through the evaluation of human resources training effect; human resources training can rapidly improve the overall quality and professional ability of employees, make up for the shortage of technical and knowledge-based talents; through the process of high-quality human resources training, enterprises can partly solve the problem. The difficulty of recruitment in the industry. At the same time, the training effect of human resources in modern enterprises is unsatisfactory. There are defects such as single training mode and few training objects, which eventually result in the waste of human and financial resources and fail to meet the high requirements of the initial training of enterprises. It is common that “drawing tigers is not like dogs”. So how can we solve these problems that make business managers headache? The general idea is that enterprises must pay attention to the causes, summarize the problems existing in each stage of enterprise training, and solve them one by one instead of always thinking about “one pot end”, so as to continuously optimize the training methods, which may fundamentally solve these difficult problems [1].

2. THE IMPORTANCE OF THE CONCEPT AND EFFECTIVENESS EVALUATION OF HUMAN RESOURCES TRAINING

Human resources training refers to the establishment of a perfect human resources system and the implementation of training for each enterprise based on its own development strategy and business plan, and on the basis of fully understanding its actual situation and the current human resources situation of the enterprise, so as to ultimately improve the knowledge, skills and comprehensive quality of the employees of the enterprise. Human resource training plays an important role in the process of production and operation of enterprises, because in the final analysis, the internal motivation of enterprises is high-quality human resources. At the present stage, human resources emphasize employee-oriented, which is quite different from task management in the past. It is closer to the core of the survival and development of enterprises. Strong and systematic human resources training can promote enterprises to improve their own image, and lay an image foundation for recruiting talents and strengthening cooperation with other enterprises. It is not a form, but a practical and effective management method.

The so-called evaluation of human resources effect means that in the whole process of human resources training, enterprises examine the training gains of employees through observation, and then evaluate the effectiveness of training programs, training methods and training process. It plays three roles in human resources training [2]: Firstly, judge the value of human resource training in enterprises; secondly, diagnose the main problems existing in human resource training and provide basis for managers to solve these problems in order to optimize the process of human resource training; thirdly, measure the degree of completion of training objectives, provide reference for the formulation of the next training, and promote the development of more reasonable and more consistent. Practical training programs for enterprises [3].

3. MAJOR PROBLEMS IN THE EVALUATION OF HUMAN RESOURCES TRAINING EFFECTIVENESS

3.1. The System of Human Resources Training Effect Evaluation is Imperfect
If managers want to ensure the effectiveness of training, they cannot ignore any link of training. Most of the training is doomed to be unsatisfactory. The effective way to avoid training futility is to set specific and measurable training objectives, establish scientific and reasonable training methods and effectiveness evaluation methods, define the final measurement plan, and finally strictly follow the process to implement the training process. However, some managers of enterprises do not have enough knowledge of training as a system engineering. They only pay attention to training initiation, training program formulation and training implementation at the initial stage. It is very good to achieve these goals. However, only a few managers of a few enterprises will pay attention to training effect evaluation, training program improvement and experience summary.

In addition, some business managers do not attach importance to the process, and do not strictly require the staff of human resources to systematically track the whole training process, resulting in a great discount even if a reasonable evaluation scheme is implemented; secondly, most enterprises adopt the method of questionnaire survey, the content of which is relatively single, and cannot effectively detect the training effect and the problems existing in the training process. It also reduces the value of training; finally, even the managers of enterprises have also carried out effectiveness evaluation, program improvement, but also on paper, why? Because all the surveys and evaluations they used were on a pedestrian basis, they did not have substantive in-depth problems, nor did they really improve the training program. The final feedback and so-called conclusions were not convincing.

3.2. Target Narrowness

This problem is common in many enterprises, and seems to be an incurable disease. To cure this stubborn disease, we must understand its causes, and the most important reason is that many enterprises in order to simplify their own work, will choose to take shortcuts, not in accordance with the pre-established process but to reduce the workload, reduce the sample size and survey scope, but also delusions of “unintentional willow shade”, looking forward to good results. In mathematics, this is called the hard expectation that the “1 + 1” effect will become “100”. In fact, in the world of statistics, “you have to grow melons, you have to grow beans”. How much manure you put into it, you will get the fruit that matches it. In order to ensure the accuracy of the evaluation results, it is necessary to standardize the standards in advance and evaluate according to the standards in order to be convincing and consistent. Firstly, what enterprises need to do is to abandon the unrealistic fantasy, take the evaluation process seriously, and let the departments and employees responsible for the evaluation change their previous ideas; secondly, the object-oriented evaluation needs to be more representative, and obtain enough data to support the analysis and research. The selected samples must meet the requirements of the survey, so as to be comparable. In order to avoid the problem of information distortion to a large extent, and ensure the accuracy of the final results; finally, in the actual evaluation process, we need to select reference objects, of course, these reference objects can be those who did not participate in the training before, the evaluators can design a specific set of evaluation questionnaires, before training, so that employees must carefully fill in the questionnaire, and then count out the scores. Analyze the result. After the evaluation, the employee is asked to fill in the form again, and the results of the analysis are counted to determine the changes before and after the employee. More realistic and intuitive results can be obtained.

3.3. The Feedback of Assessment Results is not Timely

The main purpose of human resources training effectiveness evaluation is to point out whether the shortcomings of employees themselves have been improved, judge the effectiveness of training according to the analysis results of evaluation, and then further adjust the training methods, improve the training process, and ultimately improve the quality of each subsequent training. Because the investment in training is an important resource of enterprises, including opportunity cost, since it is an investment, it must receive the corresponding results. But the actual situation is always contrary to expectations, the trainers do not regard their work as the core business of the enterprise, they lack recognition of their work, lack passion, just have to live a life; other important business departments of the company do not take training departments and employees seriously, do not cooperate with their work from the heart, the CEO of the company also opens one eye and closes one eye. The trainees also regard training as a good time to relax and entertain, clap their hands as soon as they have training, and then wake up again and again to delay the improvement of their abilities. Under the influence of these three factors, human resources training in most enterprises is difficult to achieve real results.

Everyone does not attach importance to the training process, naturally few people attach importance to the end of training - feedback of training results. Therefore, most of the training is thunderous and raindrops are small, and eventually become more and more disfigured. The trainees are just like having experienced a tour. They have no gains except relaxation. The trainees once again deny the importance of their work and form a vicious circle. Over time, the so-called human resources training has become a “vase” in the enterprise. It is a useless tool for the enterprise to show its regularity.
The single evaluation method has become a common problem in many enterprises. The results of data research show that most enterprises adopt satisfaction method to evaluate the effect of human resources training. Satisfaction degree cannot reflect the real results to a certain extent. This index is more subjective. Some enterprises adopt the change of employees’ working behavior before and after training. As the main basis of evaluation, this way can reflect the changes of employees to some extent, but the actual operation is not so easy, the actual effect is not better; there are still a small number of enterprises will use professional evaluation tools or hire external evaluation teams to carry out professional evaluation.

The above situation shows that the lack of scientificity and simplicity of the evaluation methods make the evaluation results not convincing enough. If we want to solve this problem, we still have to dig out the causes of the problem. Enterprises do not attach enough importance to it and invest too little in human and financial resources. If we want to run horses without letting them graze, the evaluation results will not be good naturally. And then it will affect the development of decision-making in the later stage. Managers of enterprises need to understand that the evaluation of human resources training has dual significance. First, it can measure the effect of training. Second, it can pave the way for optimizing training programs in the future.

4. MEASURES TO IMPROVE THE EFFECT OF HUMAN RESOURCES TRAINING

4.1. Enriching the Comprehensiveness of the Evaluation Process and Improving the Evaluation System

Enterprise human resources training needs to start from the perspective of the whole company, not “blindfold”, only take into account one aspect, but ignore the other. The evaluation of human resources training effect also needs to consider the whole process. We can find solutions from the structure and content of training evaluation.

Firstly, the top managers of enterprises need to take charge of training and evaluation, adjust the evaluation system and structure which is not reasonable and realistic in the past. For example, if the previous evaluation structure is too complex and confused, the managers need to cut through the mess quickly, cut down the complexity and simplify, and maintain the efficiency and stability of the evaluation structure. A tracking group can also be set up to record the working and learning status of the trainees and feedback it to the head of the human resources training department. This tracking group can be initiated temporarily and dissolved after the training, so that it is more flexible and easy to operate. Secondly, managers need to pay attention to the richness of the training content, if the whole training process is only a form. If we do things from top to bottom, we can’t expect the trainees to learn knowledge, skills and vision. This richness needs to satisfy two characteristics: pertinence and practicability. On the one hand, we should not confine ourselves to the training of knowledge and skills in specific fields, because many industries are closely related, and changes in other fields will bring opportunities and challenges to another field. As a manager of an enterprise, he has the responsibility to make the employees of the company have broad vision and insights, instead of just burying himself in the “snow of his own”; otherwise the company will fall into the trap. On the other hand, training also needs to let students fully understand the current situation of the industry, so that they can have a better understanding of the orientation of future development and the company’s strategy, and also need to update the concept of training staff and professional knowledge reserve. Old brains can’t create new things, so managers need to pay special attention to this.

In addition, in the whole process of training, managers also need to pay attention to the diversity of evaluation methods, and use them synthetically and at different times, instead of confining them to one method. Questionnaires, interviews and on-site observation records can be flexibly used to enhance the comprehensiveness of data collection. For different training objectives, appropriate methods can be used differently to make the evaluation results more in line with the needs of enterprises.

4.2. Extending the Scope of Evaluation Objects

The training object of an enterprise needs to take care of the whole company, “one can’t be less, one can’t be omitted”. It can’t give up the less important department staff for the staff of the key department. In fact, in the process of enterprise management strategy, all department members contribute their own strength, and should not be distinguished and characterized as important or marginal. Therefore, the enterprise should increase the evaluation of training effect. The target of evaluation should be responsible to every trainee as far as possible, so that the sample size of data obtained is large enough. Enterprises can start from the following points:

Firstly, in the process of collecting data, it is necessary to include trainees and trainers within the scope of organizational capacity, who come from both important and so-called unimportant departments. The training status of these trainers and experts also needs to be observed and recorded in order to assess whether the training teams and experts are in line with the training of enterprises. Need, whether the trainees accept it or not, prepare for the next training.

Secondly, the evaluators need to set up a special group of control groups. From the beginning to the end of training, the evaluators need to track the whole process of the experimental staff and record their learning status and performance. After the training, they should continue to observe the evaluation to see
whether the staff has changed before and after the training, what changes have taken place, and how to think about the next training. Design for this change.

4.3. Perfecting the Process of Evaluation and Informationizing the Evaluation System

The effectiveness of human resources training lies in the comprehensive control process, the standardization and standardization of evaluation procedures, and the lack of uniform and standardized evaluation procedures is not convincing. In the process of concrete operation, the evaluator can do this: the enterprise establishes evaluation teams at the leadership level and the executive level respectively. In the process of concrete evaluation, the evaluator can strictly supervise the implementation of the evaluation according to the evaluation criteria, and promote the fairness and rationality of each link. Procedures should be set up in accordance with the principles of conciseness and effectiveness, not to be too complex, the more in the process of implementation, the less operable they are; procedures also need to be monitored to assess whether the leadership and execution levels are strictly in accordance with the procedures, and if there is no need to correct them.

Traditionally, the means of evaluating human resources are usually questionnaire survey and field interview, but this method is often limited by time and space, and it also consumes a lot of human and physical costs, and is prone to human error. The development of modern informationization and electronization has changed this situation. Internet, as a tool, can also be used in human resource evaluation. Enterprises can invest a certain amount of money in the informatization construction of evaluation websites, which does not cost too much. This small website or platform, such as Wechat Public Number Platform, does not need to be too high-end, simple and practical. Then the training of staff or training experts can be carried out through online questionnaire survey and interviews, which not only ensures the complete input of data, but also saves money. The time and energy of the evaluators and investigators are saved, and a great deal of trouble and cost are saved. At the same time, the low-level errors of human factors are reduced, and the quality and efficiency of the evaluation are improved.

In addition, business managers can further integrate the human resources evaluation system into the whole human resources training system, form real-time information and resource sharing, promote the reduction of internal costs of enterprises, and to a certain extent, reduce external transaction costs. The reason why external transaction costs can be reduced is that information system integration can promote the efficiency of external information collection and facilitate the integration and utilization of resources.

5. CONCLUSION

How important is human resources playing a vital role in the development and evolution of modern enterprises? It can be said that the source power of enterprise growth is the basis of enterprise’s lasting survival and expansion, and the human resources training system is the nutrient to supply the source power. If excellent enterprises want to motivate their employees, they must thoroughly improve and upgrade the human resources training system. It is more important to improve and upgrade the evaluation system of human resources training, so as to mobilize the sense of mission and fate of employees. This paper mainly discusses the problems existing in the human resources training system of modern enterprises, and then gives some specific suggestions to solve the problem of inefficient human resources evaluation for modern enterprises.

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Research on Individual Credit Reporting Display in China’s Credit Reporting Industry

Thoughts on the Administrative Regulations on Credit Reporting Industry of China

Yufang Ruan
School of Management, Shanghai University, Shanghai, 201201, China
E-mail: 84042981@qq.com

Abstract: With the promulgation of the Regulations on the Administration of Credit Reporting Industry, the awareness of protecting the rights of information subjects has been constantly improved. This paper studies the problems of unclear concept of bad information feedback from information subjects, ambiguous semantics of personal credit reports, and the absence of relevant logical relations in the declaration business of information subjects, and analyses the right to know in protecting the rights and interests of information subjects from the legislative level and the business system level. The problems such as incomplete barriers, inability of information subjects to effectively exercise the right of dissent and rebuild the right of credit record and insufficient means of judicial relief are discussed. Suggestions are put forward to improve the implementation rules of the Regulations on the Administration of Credit Reporting Industry, to speed up the study of legislation on personal information protection, and to continuously improve the protection system of information subjects.

Keywords: regulations on credit reporting management; bad information; special transactions; personal credit reporting; personal information protection

1. BASIC INFORMATION

Since the rapid rise of Internet technology and the technological innovation of big data and cloud computing, China’s financial and credit business has made rapid growth, and the development of credit industry has achieved remarkable results. Information subject’s demand for “economic identity card” - personal credit report is increasing. Personal credit report is the basic product of the basic database of personal credit information. The main body is composed of basic information, credit transaction information, special transaction, personal statement and inquiry record. Its core function is to reflect the credit status of the main body of information comprehensively. In order to enable the information subject to fully understand their own credit situation and effectively safeguard the legitimate rights and interests of the information subject, our country has been constantly exploring the level of credit legislation. From the Interim Measures for the Management of Personal Credit Information Base Database promulgated in 2005 (Decree No. 3 of the People’s Bank of China, hereinafter referred to as Decree No. 3) to the Regulations on the Management of Credit Reporting Industry promulgated on March 15, 2013 (hereinafter referred to as the Regulations), we have been working hard to protect the right to know of the information subject, emphasizing the interaction with the information subject, and giving the information subject the right of dissent and the right of dissent. The right to relief. The promulgation of the Regulations fills in the blank of the legal system of credit investigation industry in our country [1]. It stipulates the conditions and procedures for the establishment of credit investigation institutions, the basic rules of credit investigation business, the rights and interests of the subject of credit information, the legal status and operation rules of the basic database of financial credit information, and the supervision system of credit investigation industry. It solves the problems that cannot be relied on in the development of credit investigation industry. Title plays an important role in protecting the rights and interests of the subject of personal information. However, many information subjects reflect that there are some vague spaces in the mapping relationship between the Regulations and individual credit reports [2].

Therefore, this paper mainly discusses the relationship between special transaction type information and bad information, the display and semantics of quasi-credit card data items, the relationship between my declared business and the display period of bad information, which is displayed in the personal credit report by the information subject, and thus triggers new thinking on the relevant provisions of the Regulations.

2. PROBLEMS IN THE PROCESSING OF PERSONAL CREDIT REPORTING BUSINESS

2.1. The Nature of the Special Transaction Record Generated by the Guarantor on behalf of the Guarantor in the Personal Credit Report is not Clearly Defined

Negative information displayed in personal credit report...
reports has always been the focus of attention of information subjects, and it is also an important factor for financial institutions to consider in risk assessment. With the increasing awareness of safeguarding the rights of the information subject, many information subjects raise objections to the guarantor’s repayment of information in special transaction types. The information subject believes that the guarantor’s repayment on time has not been fulfilled, and the act of triggering the guarantor’s repayment should be bad information. At the same time, as bad information, which has been displayed for more than five years, the guarantor should comply with Article 16 of the Regulations. Five years after the bad information is displayed, it will be deleted from the credit report. However, in the actual business, once a special transaction type record section appears in the personal credit report, it will always show whether “guarantor’s return” in the special transaction type belongs to bad information. There is no further explanation.

In addition, according to the definition of bad information in the Supplementary Provisions of the Regulations, it refers to the following information that has a negative impact on the credit status of the subject of personal information: information that the subject of personal information has not fulfilled its obligations under the contract in the activities of borrowing, purchasing on credit, guaranteeing, leasing, insurance and using credit cards, information of administrative penalties to the subject of personal information, judgments or rulings of the people’s courts. Individual information subject performance obligations and enforcement information, as well as other bad information stipulated by the credit investigation supervision and Administration Department of the State Council. It can be seen that, to some extent, the potential meaning of bad information exists in the act of triggering the guarantor’s compensation due to the information subject’s failure to repay the money as promised. However, at present, the special type of transaction information displayed in personal credit report is only as an objective information display, without establishing a reciprocal relationship with bad information, let alone the Convention of display life.

2.2. Semantic Ambiguity of Data Items Displayed in Personal Credit Reports

With the rapid development of China’s economic activities, our national financial knowledge is constantly improving. Many information subjects express that the meaning of data items in personal credit reports is not accurate and clear enough, and the meaning is vague. For example, in the data of “credit cards that have never been overdrawn and quasi-credit card account details that have not exceeded 60 days of overdraft” in the credit report, the meaning of “quasi-credit card account details that have not exceeded 60 days of overdraft” is put forward by the information subject. According to the literal understanding, the information displayed in the credit report should be “quasi-credit card that has not exceeded 60 days of overdraft”, but in the actual personal credit report. It not only shows the information of the quasi-credit card which is overdrawn but not more than 60 days, but also shows the information of the quasi-credit card which is not overdrawn. Therefore, this has caused some difficulties for the information subject to interpret the personal credit report accurately, which is not conducive to the information subject to understand their own credit situation comprehensively and thoroughly.

2.3. I Declare that There is no Logical Relationship Between Business Associations

The overdue records displayed in the personal credit report are submitted by the data reporting agencies according to the credit business transactions. Many information subjects hold different views on the reasons for the overdue. Many information subjects believe that the overdue records are not caused by personal subjective non-repayment, but by various objective factors, such as forgetting repayment on business trips, insufficient account balance and unsuccessful bank deductions. In order to safeguard the rights and interests of the information subject, Article 24 of Decree No. 3 and Article 16 of the Regulations clearly stipulate that the information subject can add his statement in the personal credit report, which is a powerful supplementary form for the information subject to exercise the right of relief. However, in the actual business processing, there are such situations: with the expiration of the five-year storage period of bad information, the self-declaration submitted by the bad information in the personal credit report will not be automatically shielded, that is, after the five-year display period of bad information, the bad information will no longer be displayed in the personal credit report, but the added content of the self-declaration will continue to show the information. The main body thinks that this is a disguised extension of the punishment period for bad information, which damages the legitimate rights and interests of the main body of information. Because I declare that there is no logical relationship between the exhibition period and the bad credit business, if the information subject does not maintain the awareness of credit information, establish the awareness of credit management, and does not actively apply to delete my statement, the relevant statements will always be displayed in the credit report, which may lead to the legal rights and interests of the information subject cannot be effectively and timely maintained. This is the case.

3. REFLECTIONS ON THE REGULATIONS

From the above problems, we can see that the awareness of information subjects to manage their own credit status and to safeguard their effective
rights and interests is constantly improving, and they also have some reflections on the development of credit reporting business under the guidance of the Regulations.

3.1. The Insufficiency of the Protection of the Information Subject’s Right to Know
First of all, the information collected in personal credit report should be fully defined the meaning of bad information and the corresponding relationship with various financial credit transactions, in order to protect the legitimate right to know of the information subject [1]. Although Article 13 and 14 of Chapter III “Credit Reporting Business Rules” stipulate in the Regulations, it fully affirms that the information subject has the right to know. It is clear that the acquisition of personal credit information must obtain the written authorization of the information subject, and give the information subject a high degree of right to know. At the same time, it also expresses the meaning that the information subject has potential control over personal information, and in the collection of personal information. On the one hand, it is clearly prohibited to collect personal privacy information, including religion, personal biological characteristics, medical history, real estate, etc., which strongly shows our attitude and position on protecting the privacy of information subjects; and through Article 17 of the Regulations, personal information subjects have the right to obtain their own credit reports twice a year free of charge, which strengthens the information subjects’ control over personal credit information. Intensity.

Secondly, the definition scope of bad information is too general. Although according to Article 15 of the Regulations, “Information providers who provide bad information to credit agencies shall inform the subject of information in advance. However, unless bad information is disclosed in accordance with the provisions of laws and administrative regulations”. The definition of “guaranty” includes the relationship between “guaranty” and “guaranty breach” and “bad information”; but when the information subject fails to fulfill the business agreement with the bank normally in the actual economic business activities, and the mechanism triggering guarantor’s repayment has not been established between the two after special transaction information is generated in the credit report. Relevance relationship.

This makes the information subject’s right to know not be maintained more comprehensively and omni-directionally. From the perspective of safeguarding the legitimate rights and interests of the information subject, on the one hand, the information subject is unable to determine whether it belongs to bad information, leading to its failure to carry out follow-up effective rights protection activities; on the other hand, financial institutions are very likely to identify it as bad information, reject the credit application of the information subject and increase it.

3.2. I Declare that the Logical Relationship is not Equal, and I Am Unable to Effectively Exercise the Right of Dissent and Rebuild the Right of Credit Record
I declare that as a supplementary remedy for dissent, it is an important embodiment of safeguarding the rights and interests of information subjects, and also a reflection of respecting personality rights. Firstly, I declare that the blind area of business is that there is no equivalence logic relationship between bad credit business and personal credit status based on the content of the statement. It is found from the processing of personal credit reporting that most of the contents of personal statements are related to credit information in credit reports, especially bad credit information. When the credit business of bad records meets the deletion period stipulated in Article 16 of the Regulations, the automatic shielding of credit reports is to give the information subject the right to reconstruct credit records, but the corresponding voice is my voice. Secondly, in reality, because many information subjects do not pay enough attention to credit reporting, they usually find that their credit reporting records are distorted during the credit business period, which may lead to the negative impact on the evaluation of the credit status of information subjects, and make their demand for financial services such as credit applications not meet in time. Foot.

According to the Interpretation of Regulations on Credit Reporting Industry [2], the article 16 is interpreted as “during the period of the existence of bad information, if the subject of information makes an explanation of the bad information, the credit reporting institution shall record it”. However, how to deal with the corresponding declaration of the subject of personal information, which has met the requirement of deletion period during the existence of bad information, is not mentioned in the Interpretation of the Regulations on Credit Reporting Industry Management.

It can be seen from this that, although the current Regulations of our country make it clear that the information subject has the right to add his own declaration, there is no further clarification of the relationship between his declaration and the display logic of bad information, so the information subject cannot further safeguard his legitimate rights and interests, which will lead to the imbalance of the information subject’s legitimate rights and interests in the long run.

3.3. Inadequate Means of Judicial Relief
Chapter 7 of the Regulations clarifies the legal responsibility of the credit investigation and supervision department of the State Council for the credit investigation institutions and the operation agencies of the basic database of financial credit information, and establishes a clear punishment

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boundary for the violations of the credit investigation institutions. However, the description of the relief rights of the information subjects is rather general, which is not conducive to the exercise of the judicial relief rights of the information subjects. First, the penalty provisions of the Regulations are relatively general. When the information subject’s rights and interests are infringed, the infringer can only be punished by administrative punishment according to the Regulations. The specific punishment standard is controlled by the credit investigation Administration Department of the State Council or its dispatched agencies. Therefore, the punishment standard may vary from place to place. Second, there is a lack of agreement on civil remedies and compensation for information subjects. The Regulations use Chapter 7 as a whole to restrict the legal liability of credit investigation institutions, granting the credit investigation supervision and management departments administrative punishment power and criminal liability for recovery. However, there are no specific provisions on the subject of responsibility, the mode of responsibility and the relief measures that the information subject can take when the illegal use of credit information data occurs.

4. SUGGESTIONS

It has been five years since the promulgation of the Regulations on March 15, 2013. The Regulations have played an important role in regulating the credit investigation activities and guiding the development of the credit investigation industry in China. China’s credit investigation has also made remarkable achievements. However, with the rapid development of Internet technology and the enhancement of information subject’s awareness of credit investigation, the Regulations have improved the implementation rules of the provisions of the Regulations and the connotation of the relevant essentials. With the extension, more specific and accurate requirements are put forward, and the need for the promulgation of the Personal Information Protection Law is becoming more and more intense. In summary, the following suggestions are put forward:

4.1. Formulating Rules for the Implementation of the Regulations on the Administration of Credit Reporting Industry

Although the promulgation and implementation of the Regulations regulate and restrict the credit investigation activities to a certain extent, and on the basis of the Regulations, China has introduced the Management Method of Credit Investigation Institutions. From another dimension, it is devoted to standardizing credit investigation activities and protecting the legitimate rights and interests of information subjects, which has important guiding significance for the sound development of China’s credit investigation industry. But generally speaking, the comprehensive protection agreement for personal information is too concise, which makes the rights of information subject cannot be effectively guaranteed. Therefore, the voice of the information subject to promulgate the implementation rules matching the Regulations as soon as possible is also growing. More detailed rules need to be formulated to protect the legitimate rights and interests of the information subject.

4.1.1. Improving the right to know of information subjects

The essence of credit investigation is to construct a mechanism of “keeping promise, encouraging and punishing dishonesty”. The main body of information is the source of credit investigation data. Guaranteeing the right to know of the main body of information is the expression of respecting the will of the main body of information. On the basis of inquiring personal credit report free of charge every year and from the perspective of promoting the development of credit industry, the meaning of “bad information” should be further clarified, and the concept of “bad information” should be given to the information subject in advance, so as to facilitate the information subject to manage its own credit status; at the same time, when the disciplinary period expires, it is also conducive to credit. The interest subjects should rebuild their personal credit status and encourage them to keep their promise.

4.1.2. Perfecting the right of dissidence of information subject

The right of dissent is an important way to ensure the accuracy of credit information in credit investigation activities. The Regulations regulate the exercise of the right of dissent from the aspects of subject, object and condition, which has played a positive role in safeguarding the legitimate rights and interests of the information subject, but there is still room for further improvement. Firstly, considering the reasonable value display interval of guarantor returning this kind of information in special transaction types, we should not only safeguard the rights and interests of the subject of personal information, but also give full play to the credit punishment mechanism, referring to the practice of displaying bad information, setting a value of 5 years. Secondly, in light of the relevant provisions of the Regulations and the actual business situation of my declaration, the issue of the display life of my declaration is clarified. At the same time, in the supporting business system, combined with the “Regulations” rules, improve the objection processing system I declare to delete the logical settings, giving the information subject more space to choose. For example, you can configure the display life of your declaration in the system. You can always display your declaration until the main body of information voluntarily submits an application for deletion, or choose to automatically delete it along with the business (that is, when the bad information in the credit report exceeds the five-year storage period,
First of all, although the promulgation of the Protection Law, the information subject is obviously improper. If they cannot correct procedures. Most of the information subjects only find errors in personal credit information in the process of credit transactions. If they cannot correct the errors in time, it is very likely to cause the failure of the transaction of information subjects. In contrast, the relevant provisions of the Fair Credit Reporting Act of the United States provide a more convenient way for the information subject to exercise the right of dissent. The credit agencies of the United States must provide free telephone calls and ensure that they are connected during normal business hours. In addition, they can also appeal through the network, so that the information subject can quickly exercise the right of dissent.

4.1.3. Perfecting the relief right of information subject

Although the Regulations clarify that the information subject can complain to the credit investigation supervision department or directly bring a lawsuit to the people’s court if he thinks his legitimate rights and interests have been damaged, they do not clearly divide the forms of liability under specific circumstances. Therefore, first of all, it is necessary to stipulate the forms of liability in different situations in the rules. Credit agencies collect information incorrectly or have major omissions, analyze or match information incorrectly or delete bad information after legal time limit, which brings property losses to the information subject. The information subject can initiate civil lawsuits according to law and require it to bear corresponding civil liability. Secondly, after accepting the complaint from the information subject, the credit supervision department may bring an administrative lawsuit to the people’s court in accordance with the law if there is omission or the information subject thinks that the decision made by the information subject is obviously improper.

4.2. Accelerating the Study of Personal Information Protection Law

First of all, although the promulgation of the Regulations provides the legal basis for the supervision and management of the credit industry, and plays a positive role in regulating the conduct of credit investigation and protecting the rights of the subject of information, as far as the legislative level is concerned, the legal orientation of the Regulations is administrative regulations. Feedback from actual litigation cases cannot further infringe on the actual subject of personal information by administrative regulations alone. Effective adjudication of power cases. Secondly, the provisions of personal information protection in our country are scattered in various legal provisions, such as the Decision of the National People’s Congress on Strengthening the Protection of Network Information, the National Network Security Law, and the Code for Personal Information Security of Information Security Technology. From the practical effect of the practice and the voice of the information subject, there is a lack of a special law for personal information protection. When the legitimate rights and interests of personal information are infringed, it is impossible to exercise the right of effective judicial relief. Therefore, it is suggested that the relevant legislative departments actively promote the concept of “people-oriented” personal information protection, give full play to the leading role, strengthen the study of personal information protection legislation, promulgate a unified “Personal Information Protection Law”, broaden the channels of personal information protection, learn from foreign legislative experience, and establish a smooth judicial relief channel.

With the rapid development of Internet platform, the voice of the credit industry to protect personal information is increasing. Internationally, on May 25, 2018, the most stringent data protection regulation, the General Data Protection Regulation, came into force in the member states of the European Union. For the violations mentioned, the relevant institutions will be fined up to 4% of the total global turnover, which has a significant impact on the European giants of science and technology. Many experts predict that it will also affect the relevant industries in China. This is the case. Therefore, our country should further promote the establishment and implementation of credit investigation legislation in the protection of personal information, so that the information subject can fully enjoy the legitimate rights and interests.

REFERENCES
Abstract: This article proposed the store classification model based on market consumption and category-based lifecycle model, and then applied them into a well-known sports brand named TB company. Firstly, the paper designed the store classification index system, using the modified K-means clustering algorithm to conduct the empirical analysis in TB. Based on store classification model, the paper respectively used the curve model, improved Logistic model and improved BASS model with the same category in TB, and then compared the properties and characteristics of the product lifecycle for both online and offline stores in garment and footwear industry, followed by the recommendations for the enterprises.

Keywords: garment and footwear industry; store categorization; K-means cluster; category-based lifecycle; online and offline stores

1. INTRODUCTION

In the context of China’s economic slowdown, the sales revenue of China’s garment and footwear industry has been slightly reduced in recent years. At the same time, with the gradual maturity of China’s e-commerce platform, many traditional shoes and apparel companies began to use online sales channels as one of the profit channels.

At present, whether it is theoretical research or enterprise practice, the following problems exist in this field research: (1) The existing retail entity store type is mainly divided into the retail category of goods or the physical attributes of stores. Few scholars conduct stores based on market consumption characteristics. Type classification [1-3]; (2) For the comparison of online and offline stores, the existing literature mainly studies and suggests the problems existing in the online and offline integrated e-commerce model of traditional retail enterprises, but rarely compares online and offline. The store type of the store is divided [4,5]; (3) The research on the product life cycle is mainly for the single product research, and rarely studies the product life cycle model [6]; (4) Found in the actual operation of the enterprise, the same product category the life cycle curve varies greatly among different types of stores. If the same life cycle model is used uniformly, it will cause obvious errors for the subsequent demand forecast application.

Therefore, this paper establishes a store type classification index system from the perspective of market consumption characteristics, classifying online and offline stores, studying the category life cycle of the same type of stores, and comparing and analyzing the differences between online and offline store operations.

Table 1. The store clustering model index based on the footwear industry

<table>
<thead>
<tr>
<th>1st Level Indicator</th>
<th>2nd Level Indicator</th>
<th>Online Store</th>
<th>Variable</th>
<th>3rd Level Indicator</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Group</td>
<td>Shopping Preference</td>
<td>Shoes %</td>
<td>Sub-category of shoes %, Shoes %</td>
<td>Offline Store</td>
<td>Shoes %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Clothes %</td>
<td>Sub-category of clothes %, Clothes %</td>
<td></td>
<td>Clothes %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Buyer attribute *</td>
<td>Members %, Female %, Male %</td>
<td></td>
<td>Buyer attribute *</td>
</tr>
<tr>
<td></td>
<td>Consumption Ability</td>
<td>Unit Price</td>
<td>Unit price</td>
<td></td>
<td>Unit Price</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Holiday indicator</td>
<td>Sales % in major holidays, Sales % in non-holidays</td>
<td>Holiday indicator</td>
<td>Sales % in major holidays, Sales % in non-holidays</td>
</tr>
<tr>
<td>Retail Stores</td>
<td>Sales</td>
<td>Annual sales volume</td>
<td>Relative value of weighted annual sales volume</td>
<td>Annual sales volume</td>
<td>Relative value of weighted annual sales volume</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Annual sales</td>
<td>Relative value of weighted annual sales</td>
<td>Annual sales</td>
<td>Relative value of weighted annual sales</td>
</tr>
<tr>
<td></td>
<td>Physical Attribute</td>
<td>Store dynamic rating *</td>
<td>Description compliance, Service attitude, Shipping speed</td>
<td>Area Efficiency *</td>
<td>Area efficiency of the store</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Credit rating *</td>
<td>Credit rating</td>
<td></td>
<td>Store floor area</td>
</tr>
</tbody>
</table>

(* indicates the difference between online and offline store indicators)

2. MODELING

2.1. Establish a Store Type Classification Model

2.1.1. Index system of store clustering

The classification of stores, considering the
characteristics of market consumption, is actually the segmentation of the market. Combining the market segmentation in the marketing factor, based on the characteristics of the garment and footwear retail industry and the discussion with the management personnel, this paper proposes that the two major indicators, consumer group and the retail store, are the main basis for the classification of the store type. The shopping preferences, spending power, consumption habits, retail sales and physical attributes of the retailers are used as data variables for cluster analysis. The clustering index framework and index variables are shown in Table 1.

2.1.2. Store clustering model steps based on optimized K-means algorithm

Based on the store type classification model index framework, the optimized K-means clustering algorithm is used as the core algorithm of the store clustering model, and the online and offline stores are clustered separately. The specific steps are as follows, as shown in Figure 1:

Step 1. Data standardization processing. Before the clustering, in order to make all the variable values at the same quantity level, the original data needs to be Z-score standardized, and the conversion formula is as follows:

\[ X^* = \frac{x - \mu}{\delta} \]  

where \( \mu \) represents the mean and \( \delta \) represents the standard deviation.

Step 2. The selection of the initial cluster center. In view of the defects of the K-means clustering algorithm itself, in order to randomize the clustering index, firstly, the sample data is first systematically clustered, K categories are output, and one point is selected as K-means clustering in each category. Initial cluster center.

Step 3. K is selected. Based on literatures, the method of \( K_{\text{max}} \leq \sqrt{n} \) [7] is used to narrow the optimal range of K.

Step 4. Core clustering implementation. Using the

\[ D(t) = \begin{cases} \frac{k_1}{1 + b_1 e^{-a_1 t}}, & 0 \leq t < t' \\ \frac{k_2}{1 + b_2 e^{a_2(t-t')}} & \end{cases} \]

Where \( y \) represents the product sales forecast value, parameter \( k \) represents the time series, parameter \( a \), and parameter \( b \) is the parameter to be estimated. K represents the limit value and saturation point, parameter \( a \) determines the horizontal position of the curve, and parameter \( b \) represents the initial growth rate [9].

3. ESTABLISH A CATEGORY LIFE CYCLE MODEL

3.1. Model for Studying the Life Cycle of Garment and Footwear Products

This paper uses three life cycle models for short life cycle products, namely the cubic curve model, the improved logistic model and the improved BASS model.

3.1.1. Cubic curve model

When using a polynomial curve to predict the product life cycle curve, a cubic function curve model is generally used [8].

\[ y_t = at + bt^2 + ct^3 \]

where \( y_t \) represents the product sales forecast value, parameter \( t \) represents the time series, and the parameters \( a, b, \) and \( c \) are the parameters to be estimated.

3.1.2. Improved logistic model

Its mathematical formula is as follows:

\[ \tilde{n}(t) = \begin{cases} M \left( \frac{p(p + q)^2 e^{-2(p+q)t}}{[p + q e^{-(p+q)t}]^2} \right), & 0 \leq t < T_o \\ M \left( \frac{p(p + q)^2 e^{-(p+q)t}}{[p + q e^{-(p+q)t}]^2} + q \left[ \frac{p - p e^{-(p+q)t}}{p + q e^{-(p+q)t}} \right] \right), & T_o \leq t < +\infty \]

Where \( f(t) \) represents the probability of purchase at time \( t \), \( F(t) \) represents the cumulative density function of the purchaser at time \( t \), parameter \( p \) represents the external factor influence coefficient, and parameter \( q \)
represents the internal factor influence coefficient [10].

4. FITTING EFFECT EVALUATION METHOD

For the evaluation of the fitting results of the three product life cycle models, this paper uses the common indicators to measure the accuracy of the data, namely MAD, MSE and MAPE. Its formula is as follows:

\[ MAD = \frac{1}{n} \sum_{i=1}^{n} |x_i - \bar{x}| \]  
\[ MSE = \frac{1}{n} \sum_{i=1}^{n} (x_i - \bar{x})^2 \]  
\[ MAPE = \frac{1}{n} \sum_{i=1}^{n} \frac{|x_i - \bar{x}|}{\bar{x}} \]

Among them, the parameter \( t \) represents the time series, \( x_i \) represents the product sales value, and \( \bar{x} \) represents the average value of the product total fit sales.

5. EMPIRICAL ANALYSIS

The store type data of this paper is derived from the sales data of the domestic large-scale fashion sportswear brand TB company from 2010 to 2015, including a total of 20 online brand direct store data (hereinafter collectively referred to as “online stores”) and Data on direct offline stores in 40 major cities (hereinafter collectively referred to as “offline stores”).

5.1. Establishing a Tb Company Store Type Classification Model

After the data source is filled with missing values and Z-score is standardized, the IBM SPSS 21.0 software first needs to cluster the first-level indicators with a large number of variables, and then cluster the variables. Specific steps are as follows:

Step 1. Single-item clustering. The system clustering method is used to cluster the consumption habit indicators of online stores, and \( K = 4 \) respectively. The data characteristics of Tables 2 and 3 are obtained:

Table 2: Characteristics of consumption habits of various online stores

<table>
<thead>
<tr>
<th>Cluster</th>
<th>No. of Stores</th>
<th>Major Holiday %</th>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>14</td>
<td>40.4%</td>
<td>Insensitive</td>
<td>No differences monthly, holidays have no impact</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>41.0%</td>
<td>Sensitive</td>
<td>Sensitive to months, usually consume in May to July</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>47.8%</td>
<td>Sensitive to holidays</td>
<td>Sensitive to Nov. &amp; holidays, no difference in others</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>41.0%</td>
<td>Insensitive to holidays</td>
<td>Sensitive to monthly consumption except Nov.</td>
</tr>
</tbody>
</table>

Step 2. Overall clustering. Overall clustering of online and offline stores, and determining \( K = 5 \) as the final clustering parameter. In this paper, TB’s online stores are named as flagship stores, main stores, high-end stores, low-end stores and discount stores according to their respective data characteristics; TB’s offline stores are also divided into urban stores, high-end stores, flagships stores, low-end stores and discount stores. The summary of various stores is shown in Tables 4 and 5:

Table 3: Characteristics of consumption habits of various offline stores

<table>
<thead>
<tr>
<th>Cluster</th>
<th>No. of Stores</th>
<th>Major Holiday %</th>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>14</td>
<td>40.4%</td>
<td>Insensitive</td>
<td>No differences monthly, holidays have no impact to monthly consumption</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>41.0%</td>
<td>Sensitive</td>
<td>Sensitive to months, usually consume in May to July</td>
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<td>3</td>
<td>4</td>
<td>47.8%</td>
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<td>Sensitive to Nov. &amp; holidays, no difference in other months</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>41.0%</td>
<td>Insensitive to holidays</td>
<td>Sensitive to monthly consumption except Nov.</td>
</tr>
</tbody>
</table>

Table 4: TB company online store type classification results

<table>
<thead>
<tr>
<th>Category</th>
<th>No. of Stores</th>
<th>Sales</th>
<th>Credit Rating</th>
<th>Unit Price</th>
<th>Consump. Habit</th>
<th>Store Dynamic Rating</th>
<th>Percent of Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online flagship store</td>
<td>1</td>
<td>★★★★</td>
<td>★★ ★☆☆☆</td>
<td>¥130</td>
<td>Sensitive to holidays</td>
<td>0.21% 0.27% 1.92%</td>
<td>Mainly sell sports T-shirts, sneakers and sports shoes</td>
</tr>
<tr>
<td>Online main store</td>
<td>7</td>
<td>★★★★</td>
<td>★★★★★★</td>
<td>¥143</td>
<td>All</td>
<td>0.86% 0.72% 1.71%</td>
<td>Mainly sell sports T-shirts, sports shoes with highest percentage</td>
</tr>
<tr>
<td>Online high-end store</td>
<td>4</td>
<td>★★★★</td>
<td>★★★★★★</td>
<td>¥142</td>
<td>Insensitive</td>
<td>0.94% 0.85% 1.60%</td>
<td>Mainly sell sports cotton and sports shoes</td>
</tr>
<tr>
<td>Online low-end store</td>
<td>7</td>
<td>★★★★</td>
<td>★★★★★★</td>
<td>¥141</td>
<td>All</td>
<td>0.48% 0.14% 0.67%</td>
<td>Mainly sell sports T-shirts, sneakers and sports shoes</td>
</tr>
<tr>
<td>Online discount store</td>
<td>1</td>
<td>★★★★</td>
<td>★★★★★★</td>
<td>¥86</td>
<td>Insensitive</td>
<td>0.00% 0.00% 0.00%</td>
<td>Mainly sell sports jackets, sneakers and basketball shoes</td>
</tr>
</tbody>
</table>

Indicator importance

High

Low
Table 5. TB company offline store type classification results

<table>
<thead>
<tr>
<th>Category</th>
<th>No. of Stores</th>
<th>Unit Price</th>
<th>Sales Discount</th>
<th>Sales Per Customer Transact</th>
<th>Category %</th>
<th>Consump. Habit</th>
<th>Area Efficiency / 10K RMB</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offline urban store</td>
<td>17</td>
<td>¥152</td>
<td>★★★★ 73.8%</td>
<td>¥88.43</td>
<td>Mainly sell football &amp; training series, urban series with lowest percentage</td>
<td>Sensitive to holidays</td>
<td>3.27</td>
<td>Hangzhou, Fuzhou, Kunming</td>
</tr>
<tr>
<td>Offline high-end store</td>
<td>13</td>
<td>¥144</td>
<td>★★★ 66.5%</td>
<td>¥82.42</td>
<td>Males with highest percentage, mainly sell sneakers &amp; casual shoes, sneakers with highest percentage; mainly sell football &amp; urban series, football series with highest percentage</td>
<td>Sensitive to holidays</td>
<td>2.30</td>
<td>Shijiazhuang, Hefei, Nanchang, Chengdu</td>
</tr>
<tr>
<td>Offline flagship store</td>
<td>4</td>
<td>¥134</td>
<td>★★★★★ 60.3%</td>
<td>¥74.09</td>
<td>Mainly sell sports &amp; casual shoes, football &amp; training series</td>
<td>Sensitive to holidays</td>
<td>1.74</td>
<td>Shenyang, Hefei</td>
</tr>
<tr>
<td>Offline low-end store</td>
<td>4</td>
<td>¥122</td>
<td>★★★ 57.5%</td>
<td>¥67.75</td>
<td>Males with largest percentage, sneakers with largest percentage; football series with highest percentage</td>
<td>Sensitive to holidays</td>
<td>2.70</td>
<td>Nanning</td>
</tr>
<tr>
<td>Offline discount store</td>
<td>2</td>
<td>¥116</td>
<td>★★ 58.5%</td>
<td>¥63.11</td>
<td>Mainly sell sports &amp; casual shoes, football &amp; training series</td>
<td>Sensitive to holidays</td>
<td>0.64</td>
<td>Xi'an, Kunming</td>
</tr>
</tbody>
</table>

5.2. Establishing a Tb Company Category Life Cycle Model Based on Store Type

According to the screening criteria of the empirical study of the life cycle of the category, this paper determines the running shoes as the research category of this paper and determines the life cycle period of online stores (2014.1-2015.10) and offline stores (2010.12-2012.10) respectively.

Step 1. The promotion factor is removed. The November data (double 11, China’s largest e-commerce promotion day) of the online store and the 1 or 2 month data of the offline store (depending on the month of the Spring Festival) are smoothed.

Step 2. The life cycle market is determined. Comparing the average sales value of the five types of stores in the online and offline store groups, it can be found that the life cycle curve of the running shoes of various stores is roughly the same after eliminating the influence of the order of magnitude. The online stores have three and a half cycles during the period from 2014 to 2015, while the line the next store has an average of 2 cycles in a given time, as shown in Figures 1-4.

![Figure 1. Comparison of average sales of online stores](image1.png)

![Figure 2. Comparison of relative avg.sales of online stores](image2.png)

![Figure 3. Comparison of average sales of offline stores](image3.png)

![Figure 4. Comparison of relative avg sales of offline stores](image4.png)
Step 3. Use the short life cycle model to fit the evidence. The relative value data of online and offline stores are respectively fitted by three life cycle models. The improved Logistic model and the improved BASS model need to manually judge the models. The improved Logistic model and the improved BASS model need to manually judge the models. The improved Logistic model and the improved BASS model need to manually judge the models. The improved Logistic model and the improved BASS model need to manually judge the models. The improved Logistic model and the improved BASS model need to manually judge the models. The improved Logistic model and the improved BASS model need to manually judge the models.

Table 6. The index and fitting accuracy comparison of three different models for the life cycle fitting curve of online shop running shoes

<table>
<thead>
<tr>
<th>Model</th>
<th>Parameter 1</th>
<th>Parameter 2</th>
<th>Parameter 3</th>
<th>Residuals</th>
<th>R^2</th>
<th>MAD</th>
<th>MSE</th>
<th>MAPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cubic Curve Model</td>
<td>a=0.198</td>
<td>b=-0.015</td>
<td>c=0.000286</td>
<td>1.016</td>
<td>0.898</td>
<td>13.02%</td>
<td>3.63%</td>
<td>33.32%</td>
</tr>
<tr>
<td>Improved Logistic Model</td>
<td>K1=19.289</td>
<td>a1=0.047</td>
<td>b1=40.558</td>
<td>0.324</td>
<td>0.391</td>
<td>13.25%</td>
<td>3.01%</td>
<td>36.74%</td>
</tr>
<tr>
<td>Improved BASS Model</td>
<td>m1=97.420</td>
<td>q1=0.055</td>
<td>p1=0.005</td>
<td>0.326</td>
<td>0.387</td>
<td>10.18%</td>
<td>1.69%</td>
<td>25.94%</td>
</tr>
</tbody>
</table>

Table 7. The index and fitting accuracy comparison of three different models for the life cycle fitting curve of offline shop running shoes

<table>
<thead>
<tr>
<th>Model</th>
<th>Parameter 1</th>
<th>Parameter 2</th>
<th>Parameter 3</th>
<th>Residuals</th>
<th>R^2</th>
<th>MAD</th>
<th>MSE</th>
<th>MAPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cubic Curve Model</td>
<td>a=0.130</td>
<td>b=-0.004</td>
<td>c=0.00002199</td>
<td>4.027</td>
<td>0.926</td>
<td>24.1%</td>
<td>8.4%</td>
<td>26.8%</td>
</tr>
<tr>
<td>Improved Logistic Model</td>
<td>K1=1.080</td>
<td>a1=0.356</td>
<td>b1=2.251</td>
<td>0.000</td>
<td>1.000</td>
<td>15.2%</td>
<td>3.8%</td>
<td>17.0%</td>
</tr>
<tr>
<td>Improved BASS Model</td>
<td>m1=33.240</td>
<td>q1=0.015</td>
<td>p1=0.103</td>
<td>0.059</td>
<td>0.931</td>
<td>15.6%</td>
<td>4.1%</td>
<td>17.4%</td>
</tr>
</tbody>
</table>

Step 4. Results analysis. Considering the residuals of each model, R-square and MAPE, it can be found that for online stores, the improved BASS model has the highest fitting degree, MAPE is 25.94%, MSE is 1.69%, and MAD is 10.18%. For offline stores, the improved Logistic model and the improved BASS model fit significantly better than the cubic term curve model. The R-squares of the two-segment fit are 1 and 0.847, respectively, and the MAPE minimum is 17.0.

Figure 5. Comparison of three life cycle model fitting results and actual values of online shop

5.3. Comparison of Online and Offline Stores of TB Companies

Based on the empirical research results of TB company’s online and offline store type classification and category life cycle, respectively in the classification index importance, store type, consumption ability, consumption habits, physical attributes, sales order, sales cycle, life cycle curve shape. The six dimensions of the life cycle model are used to discuss the differences and the sameness of the company's online and offline stores. See Table 8 for details.

In terms of store type classification, online store index classification index importance, store type, consumption ability, consumption habits are all 1 and 0.847, respectively, and the MAPE minimum is 17.0.

Figure 6. Comparison of three life cycle model fitting results and actual values of offline stores
Table 8. Comparison of online and offline stores based on store classification model and category life cycle model

<table>
<thead>
<tr>
<th>Comparison Dimension</th>
<th>Online Store</th>
<th>Offline Store</th>
<th>Same</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indicator importance</td>
<td>Sale &gt; Credit rating &gt; Consumption ability &gt; Consumption habit &gt; Store dynamic rating</td>
<td>Consumption ability &gt; Sales &gt; Shopping preference &gt; Consumption habit</td>
<td>Tend to be closer to consumers</td>
</tr>
<tr>
<td>Consumption Ability</td>
<td>Low in average</td>
<td>High in average</td>
<td></td>
</tr>
<tr>
<td>Consumption habit</td>
<td>All categories contain Insensitiveness to Holidays</td>
<td>All categories contain Sensitive Months &amp; Holidays have high impact on consumers</td>
<td></td>
</tr>
<tr>
<td>Physical attribute</td>
<td>Credit rating has high impact</td>
<td>Location influences the cluster indicator</td>
<td>Area efficiency is different across categories</td>
</tr>
<tr>
<td>Sales</td>
<td>Flagship store &gt; Main store &gt; High-end store &gt; Low-end store &gt; Discount store</td>
<td>Flagship store &gt; Urban store &gt; High-end store &gt; Low-end store &gt; Discount store</td>
<td></td>
</tr>
<tr>
<td>Curve shape</td>
<td>Large fluctuation</td>
<td>Small fluctuation</td>
<td></td>
</tr>
<tr>
<td>Model</td>
<td>Improved BASS Model is more suitable</td>
<td>Improve BASS Model &amp; Improved Logistic Model are more suitable</td>
<td>Fitting accuracy of all 3 models is relatively high (about 20%)</td>
</tr>
<tr>
<td></td>
<td>Fitting accuracy of all 3 models is low (about 30%)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. CONCLUSION

Based on the empirical analysis of the combination of store classification model and life cycle model, the following four conclusions are drawn:

1. The indicators related to the market consumption and overall sales revenue of the store have a large impact on the store classification. Besides, the consumption habits and consumption abilities of stores are significantly greater than those of other secondary indicators.

2. The difference between online and offline store classification is the unique attribute of online and offline stores themselves. The online store classification needs to consider the store credit rating and the store dynamic score in the large e-commerce platform, while the offline one needs to consider the store’s efficiency and geographical location.

3. The category life cycle model is more effective based on the classification of store types. The results show that under the same type of stores, the absolute curve shape of life cycle of the same category is roughly similar, and the shape of the life cycle curve of the same category between the types is different, which proves the validity of the store classification model.

4. There are certain differences in the life cycle curves of online and offline stores. It has been found through fitting that the life cycle of online stores is generally shorter, while offline stores are generally longer. The experimental results show that the improved BASS model is more suitable for the garment and footwear industry.

Based on the above conclusions, the author has two suggestions for the integrated management of online and offline stores: (1) Enterprises should pay attention to the terminal service objects of the store; (2) Strengthening the integrated management of online and offline stores for the enterprise as a whole, promoting resource sharing and simultaneous sales of online and offline stores.

REFERENCES

Research on the Influence of Digital Media Technology on Modern Art Design

Falin Wan1,*, Jing Zhao2
1Zaowu creative (zhongshan) technology co., LTD, Zhongshan, Guangdong, China
2Faculty of Art & Design, University of Electronic Science and Technology of China, Zhongshan, Guangdong, China
*E-mail: 912004698@qq.com

Abstract: With the development of modern digitalization in China is becoming more and more common, the art design in digitalization is a major trend of modern development in China. To some degree, it’s necessary to transform traditional art design into digital art design, but it also has a certain negative impact. Digital media technology has added a new form of expression and new elements to the development of modern art design.

Keywords: media convergence era; financial programs; thinking shift

1. INTRODUCTION

At present, with the continuous development and progress of modern science and technology in China, every family has computer gradually. Digital technology has developed very rapidly during this period, the “digital age” is the beginning of the information age [1]. The art design is expressed by the form of image graphics and other forms. It developed from the traditional forms of sculpture, painting into digital forms of modern film, three-dimensional and computer. It constantly changes people’s aesthetic views and stimulates people’s visual effects in the development of modern and diverse art design. This new art form is collectively referred to as digital art, namely digital media art.

2. ALL NEW THINGS ARE GRADUALLY MATURING IN CONSTANT IMPROVEMENT AND QUESTIONING

The influence of digitalization for the development of art design can be described as both pros and cons. The development of digital technology has greatly enhanced the design level of designers and their creative design. It is a major change in the history of contemporary art design in China, marking the birth of new art. However, if it is over-reliant on computer digitization technology, it will also make the relevant design staff bored so that the relevant design staff attaches great importance to the study of computer digital technology, and then ignore their comprehension and pursuit about art. This one-sided view also seriously affects the level of modern design-related staff.

2.1. The Common Development of Digital Technology and Artistic Creation

Digital art, also known as digital media art, is a new type of art that uses digital technology as a tool and art as a means of expression. The advantages are: (1) ending the cumbersome process of some traditional art; (2) using the advantages of the computer to create a unique art that is completely different from traditional art in terms of creation theme or expression technique; (3) the birth of electronic music and digital music adds an unprecedented audio-visual revolution for art design; (4) 3D technology application and TV movie create virtual reality, endowing art with a strong sense of reality. From this concept, the digital technology applied in artistic creation is very important. Through the reasonable application of this technology, it is possible to create abundant art works with highly artistic concept. It can not only reproduce objectively but also comprehensively interpreting the concept of virtual reality. It can bring more open design vision, more unique design methods, special and creative design thinking, and extensive interactive learning space for relevant design staff. Nonetheless, the technology cannot be the mainstream in modern art design. The soul of art comes from the designer’s own creativity, and this technology can only represent a kind of expression in the creative.

Therefore, there are many designers in China who are neglecting the pursuit and learning of this technology, but such practices are too lopsidedly. In the contemporary digital development period, the integration of computer technology and the design ideas of modern design art in China is an inevitable trend. With the development and popularization of modern computer technology, it has been fully integrated into the design of various art fields. It has been integrated with the domestic art design and is closely connected with each other. With the development and progress of the times, art design has become an indispensable part of people’s daily life. Relevant design staff must not only fully adapt to the development of modern society, but also lead the trend of modern society development. It is necessary to create cultural elements constantly and integrate them into art design when the relevant design staffs conduct artistic design work. The comprehensive development of this technology has created a broad development platform for the design of modern art. Relevant design staff should use this platform to make
their design serve the modern society effectively with their advancing art design ideas [2].

2.2. The Digital Age Expands the Creative Thinking of Art Design

Traditional art design thinking is expressed in a very limited way, such as sculpture, painting, and paper-cutting. However, these traditional expressions are too situational, even some art design works can only express the artistic conception of their designers, and their expression styles cannot be understood by ordinary appreciators. The art design of the digital age has a very rich expressions and styles. The design of modern art in China has a very unique vitality under the comprehensive integration of computer digital technology. The multimedia capabilities of audiovisual and interactive enable the audience to enjoy the immersive feel. The relationship between design and technology becomes more and more closed. The art design has been sublimated which assisted by new technologies. The new technology not only brings new thinking and visual impact to people, but also satisfies people with the new sensory and psychological needs. First, under the support of this technology, the creation freedom of designers has been greatly extended. Second, people’s needs have gradually diversified. The development of this technology is the digitization of all information. In this case, the elements in the design of shapes, colors, lines, materials, etc. are also digitized. The design is processed by computer and created and modified in the virtual environment. The whole process is paperless, and the efficiency is also in line with our current green ecological slogan. The emergence of new technologies is an opportunity and a step for art design. It gives a new platform, new expression forms, design space, and visual experience to art design. This technology has great help for modern art design. Modern art design can fully promote the sound development of information media via perfect integration of this technology and modern art design.

2.3. Application of Digital Technology in Modern Architectural Design

Architecture is a space art. The architectural entity and space are contradictory complexes. It is a kind of representation of the designer’s professional literacy, and the construction of a specific need of the building space from scratch. Traditional architecture emphasizes the static ideal space with order and beauty such as rhythm, proportion and symmetry. This concept is gradually replaced by new space feelings such as distortion and overlap generated by computer technology. The aesthetic concept of architectural space breaks through the boundaries of traditional events and spaces, forming the interaction and coexistence between physical space and virtual space, real existence and virtual construction. Modern architectural design has a diversified development tendency, and it has a tendency to be a nonlinear form in the shape instead single and geometric form. The application of digital technology in architectural design has promoted this diversification. With the help of computer software, designers can arbitrarily deal with the complex deformation of the body. In the construction material, the old concept of the architect is broken, and the choice of building materials tends to be economic, practical and beautiful.

With the continuous development of digital technology, the development of architectural design has gradually digitized. The digital virtual space is used to display works, and the computer graphics are used to create architectural drawings and perspectives. All those facilitate designers’ creation of and shorten the display of works creation, and make it easier for the audience to appreciate and interact with the audience. It has played a big role in the development of modern architectural design.

2.4. The Impact of the Development of Digital Art Design on the Modern Art Design in China

The digital age has changed the expression way of modern art design. This art design is a frontier subject between computer and art. But the author believes that digital art still focuses on art. Technology is important, but it is always an expressional technique for art. Digital technology in the digital age provides a better platform and performance for art design. Art design is more colorful because of digital technology. Modern art design has entered a new era on the basis of the development of digital technology. Along with the continuous development of digital media, China has already bid farewell to the traditional era in art design. Art design education has also undergone corresponding changes. The focus of traditional education is to educate students about mathematics, history, etc. Students only learn the basic theoretical knowledge in school. Only through continuous perception and innovation of art design can students improve their creative ability and constantly improve themselves [3].

3. CONCLUSION

In summary, with the continuous development of digital media, China has already bid farewell to the traditional era in art design. Digital art, digital media, so what do the word “digital” mean?

Many people think that it is simply a computer. In fact, it is more than a computer. Many other things are also included, such as electronic music, lighting effects. Put simply, it is a new type of art that is associated with modern technology, in which included many of the previous classic art categories, mainly painting and music, are reproduced in a new form. The most common one is the electronic screen. In general, as long as the use of modern technology tools to release light and sound are included, so all scholars and workers in this profession must learn two major aspects of knowledge, one is art and the other is information technology.

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REFERENCE

Strategic Layout and Countermeasure Research of Overseas R&D Activities of China’s Top 500 Enterprises

Xianjin Zhao*, Zhuqing Ding
School of Management, Shanghai University, Shanghai, China
*Email: 654471623@qq.com

Abstract: By analyzing and sorting out the annual report data of China’s top 500 enterprises, this paper reveals the development process, geographical distribution and other layout characteristics of overseas research and development. On this basis, this paper summarizes the deficiencies in the overseas R&D activities of China’s top 500 enterprises, and puts forward relevant policy opinions.

Keywords: China’s top 500 enterprises; overseas research and development; strategic layout; countermeasure research

1. INTRODUCTION
With the development of economic globalization and technology integration, the geographical and organizational boundaries of the innovation system are gradually being weakened, which become more and more international trend. National governments have elevated the globalization of innovation into the strategic level and actively promoted their enterprises to enter overseas markets to acquire and integrate the innovation resources scattered around the world, so as to occupy a favorable position in the increasingly fierce international competition. To establish overseas research and development center is the key to achieve this strategic goal. The globalization of R&D has become an international development trend and social research hotspot. Among a number of go out of enterprises, there is one force, which consists of large enterprises with strong strength and rich international experience, that deserves our special attention. These large enterprises are not only important pillars of the national economy, but also major participants in the globalization of research and development. The overseas R&D activities of large enterprises have grown into the main force of a country’s overseas R&D investment [1].

In recent years, with the rapid rise of emerging economies represented by China, the research focus of overseas R&D has gradually shifted from developed countries to emerging economies. More and more latecomers from emerging economies are choosing to conduct the global layout of research and development, to set up R&D centers to support localization production, to search and learn advanced foreign knowledge. For example, “global layout of overseas R&D of “Huawei and ZTE”, “Midea bought Germany Kuka” and “Ali and Tencent have sought to set up AI R&D center in Silicon Valley”. All of these have proven the ambition of emerging countries to go global and the strong desire to reconstruct the new pattern of global innovation network imperceptibly [2].

Studies related to overseas R&D of Chinese enterprises began around 2000 at home and abroad. For example, adopted a case study method to study the reasons of R&D internationalization of Chinese enterprises; studied influence factors of R&D internationalization of 101 Chinese manufacturing enterprises through empirical research; Minin analyzed the factors that affecting the location of Chinese enterprises’ overseas R&D centers by using case studies; Chen Jing, Liu discussed the organization mode of overseas R&D centers through questionnaire method and case study method [3]; Chen Yan used empirical research to study the factors of R&D internationalization of Chinese innovative high-tech enterprises; Liu Xielin took Huawei as an example to analyze its global R&D network based on network analysis. In general, many Chinese and foreign scholars and experts have studied the R&D globalization activities of Chinese enterprises. However, most of relevant researches just adopt individual case study to reveal the characteristics of overseas R&D activities of individual enterprise and individual industry. Besides, there is a lack of systematic and in-depth researches on the overall investment situation in overseas R&D of Chinese enterprises, especially for large scale and comprehensive enterprises such as China’s top 500 enterprises. These large enterprises, which include traditional manufacturing enterprises and high-end services represented by internet information technology and artificial intelligence, have an annual turnover of more than 800 billion RMB, and the total market value accounts for nearly half of China’s GDP. These large enterprises are not only the leaders of Chinese enterprises going global, but also the main force of Chinese enterprises conducting overseas R&D. Therefore, in-depth studies on overseas R&D activities of China’s top 500 are believed to be of great significance. It will provide an important reference for government policy making and enterprise strategic decision making in China and
other emerging economies. In this condition, the paper will strive to generally summarize the current status, development trend and deficiencies of Chinese enterprises’ overseas R&D and actively provide advice and suggestions for Chinese enterprises to go global on this basis through systematic data analysis of R&D globalization activities of 154 China’s top 500 [4].

2. THE CURRENT DEVELOPMENT STATUS OF OVERSEAS R&D OF TOP 500 ENTERPRISES

2.1. Data Sources

The paper adopts forward search method combined with reversing verification method to collect and sort out the overseas R&D data of China’s top 500. The specific steps are as follows: (1) obtaining the list of 2018 China’s Top 500 Enterprises from Fortune Chinese Network; (2) acquiring overseas investment information of relevant enterprises from the “Going Global” Public Service Platform of the Ministry of Commerce; (3) downloading the annual reports of corresponding enterprises from Wande Information Website, and summarizing the information of overseas R&D activities; (4) analyzing and judge the above collected information combined with the official website of China’s top 500, social relations and relevant news media reports, and obtaining the preliminary samples of the establishment of overseas R&D centers of China’s top 500; (5) excluding the R&D investment data items corresponding to tax havens such as Cayman and Bermuda from the sample data, and organizing a total of 588 overseas R&D centers finally, involving a total of 154 top 500 enterprises; (6) the division standard of developed and developing countries and areas, considering the latest information released by international organizations such as United Nations Development Programme, the International Monetary Fund and the World Bank; (7) dividing sample enterprises into state-owned enterprises and private enterprises according to the actual holding situation of shareholders of sample enterprises. It is defined as state-owned enterprises if its official website clarifies its controlling party is the SASAC or the relevant government agency, otherwise it is private enterprise; (8) further classifying the sample data according to the industry classification standard (2017 version) of Chinese enterprises by the General Administration of Quality of the People’s Republic of China and the National Standardization Administration Committee, and finally find out 27 sub-sectors involved overseas R&D activities. This study has strong scientific nature and practicability, no matter from the choice of sample or the method of data screening [5,6].

2.2. Obvious Stage Characteristic and Overall Upward Trend of Overseas R&D Process of China’s Top 500 Enterprises

As can be seen from Figure 1, the process of establishing overseas R&D centers of China’s top 500 can be roughly divided into three stages: the first stage is the embryonic stage from 1988 to 2003. At this stage, few Chinese enterprises set up R&D centers overseas, and the distribution and construction of R&D centers are mainly concentrated in a few developed countries and regions. The main reason is that the overseas R&D investment of Chinese enterprises is still in its early stage. The limited strength of enterprises themselves and the insufficient experience of globalization make the establishment of overseas R&D centers of Chinese enterprises more inclined to the developed countries with relatively stable policy environment and abundant technical personnel resources. The second stage is the steady growth stage from 2004 to 2013. At this stage, the number of overseas R&D centers of Chinese enterprises is gradually increasing, and the geographical distribution is more extensive. In addition to the traditional developed countries, it has begun to gradually spread to developing countries and regions such as Asia, Africa, Latin America and so on. The main reason is that with China’s entry into WTO, it has gradually integrated into the global economic and trade pattern. Chinese enterprises have achieved rapid development and abundant experience, and their global management experience and management level has been continuously improved. Besides, after the financial crisis in 2008, global economic growth has slowed down, and many multinational companies are facing the risk of capital chain breaking. During this period, the Chinese government seizes the opportunity and introduces many encouragement and support policies, which provides strong and solid financial and policy support for Chinese companies to conduct overseas R&D and acquisition. The third phase is the rapid growth phase from 2014 to the present. At this stage, Chinese enterprises’ overseas R&D investment has created a record high in terms of quantity, geography and industry distribution. This is mainly due to the “the Belt and Road” of the country and the introduction and implementation of the
innovation-driven development strategy, which greatly encouraged the passion and motivation of Chinese enterprises to carry out overseas R&D investment [7,8].

2.3. Uneven distribution of the host countries of overseas R&D investment of China’s top 500 enterprises, which mainly concentrated in developed countries and regions such as Western Europe, North America and East Asia. As can be seen from Figure 2.

Figure 2. Overseas R&D investment geography layout of China’s top 500 enterprises

As an external influencing factor of enterprises’ foreign investment, the theory of location advantage provides an important theoretical support for further explaining the location of overseas R&D. Deng Ning thought that location advantage was the host country market had more favored conditions than home market in terms of business operation, that is, the host country had more advantages for investment. Specially, it includes market scale of host country, science and technology level, geographical distance, cultural differences, the degree of infrastructure improvement, the degree of intellectual property protection, the host country’s foreign investment policy and so on. When enterprises make the decision of foreign R&D investment location, they often need to consider whether they can rely on the opportunity of globalization to combine their comparative advantages with the location advantages of the host country to maximize the value of the enterprise.

From the geographical distribution map of overseas R&D in Figure 3, the overseas R&D centers of China’s top 500 are mainly concentrated in North America, Western Europe, East Asia, Southeast Asia, Oceania and other regions. Among them, the number of overseas R&D investments in North America is the highest, at 145, accounting for 24.7%. Then Western Europe, the number of times is 143, accounting for 24.5%. East Asia, Southeast Asia and Oceania followed closely, with 67, 57, and 33 times, accounting for 11.4%, 9.7%, and 5.61%, respectively. South Asia, Latin America, Eastern Europe, North Africa, Northern Europe, and West Asia account for roughly the same proportion. R&D centers are relatively small in Central and Southern European, with 4 and 2 respectively, accounting for only 0.7% and 0.3% respectively. According to the distribution map of overseas R&D hot spots in Figure 4, overseas R&D centers of China’s top 500 are mainly concentrated in 16 countries, including the United States, Germany, the United Kingdom, Australia, Japan, India, Singapore, Hong Kong, the Netherlands, Italy, and Indonesia. Overseas R&D investments in these countries add up to 397 times, accounting for 72%.

Why are the overseas R&D centers of China’s top 500 concentrated in North America, Western Europe, Oceania, East Asia and Southeast Asia, and mostly distributed in the United States, Germany, Britain, Japan, Oceania, India, Singapore, Hong Kong, China and other places? In theory and practice, the main purposes of establishing overseas R&D centers are to track and acquire advanced technology, human resources, natural resources and capture local market of the host country. Major countries in North America, Western Europe and East Asia are in the world’s leading position for a long time with strong technical strength, highly prosperous market, relatively perfect system and R&D facilities. Establishing R&D centers here can not only open up the corresponding market, but also make it easier to track and acquire foreign advanced technology and talents and obtain technology spillover benefits so as to accelerate the enterprise’s own development and technological progress. As a representative of BRICS and emerging countries, India has developed rapidly in recent years. The aims of setting up R&D centers here are to make adaptive research to support local production and occupy the local market. In addition, the IT and pharmaceutical industries in India are also very developed, and the establishment of R&D centers will facilitate access to relevant technology and human resources in this field. As the only country occupying a continent, Australia is rich in natural resources. In recent years, with the signing of the Sino-Australian Free Trade Agreement, bilateral economic and trade cooperation areas and levels have been constantly improved. To some extent, the establishment of R&D centers will provide technical support for the acquisition of national strategic natural resources. Besides, Singapore and Hong Kong are more likely to win the favor of R&D investment of Chinese
enterprises due to their similarities in history, geography and culture and their role of link on the international stage.

3. THE DISADVANTAGES IN OVERSEAS RESEARCH AND DEVELOPMENT OF CHINA’S TOP 500 ENTERPRISES

3.1. Lacking of Enough Attention to the R&D In Developing Countries, The Global R&D Network Doesn’t Form

As is seen from the Figure 4, the overseas R&D investment of China’s top 500 enterprises involves in 73 countries and regions. The most of investment focus on knowledge-intensive regions of the European and American developed country, and only 29% in the developing country. The single concentration of R&D network brings out path dependent and high risk, which is not beneficial to the formation of R&D network system. Although overseas R&D is upwelling investment which refers to new products or technologies flow mainly from developed countries to developing countries, with innovation capacity in developing country, especially from emerging economies being improved, an increasing number of advanced-country global corporations are actively setting R&D centers in developing countries. It shows a tendency that these multinational corporations acquire technical knowledge from the host country to serve the development of the global market. The R&D center in developing countries not only makes researches to sustain the local production, but also provides technical support to the parent company and even the whole world. The R&D center in undeveloped countries has become an important part of the R&D globalization network system.

3.2. Overseas R&D is Still in Initial Development Stage. And the Capacity of Basic Research and Original Innovation is Weak

As is seen from the Table 1, the times of single R&D investment in companies involved in overseas R&D focus on the region of below 10. 55 enterprises only have 1 times of single overseas R&D, and 10 enterprises have more than 10 times of single overseas R&D. Obviously, the most of Chinese top 500 enterprises are in primary development stage of overseas R&D. The more subsidiaries an enterprise has to carry out R&D activities abroad, the higher the overall innovation performance will be. It shows that there are far way for Chinese top 500 enterprises to improve the level of overseas R&D.

Moreover, through analyzing a large number early sample, it is indicated that, among known overseas R&D centers, there are only a few R&D centers that are clearly positioned to be engage in basic research, and only 10 or so. Basic research refers to the study and application of principle and objective law, and it is a significance factor restricting the development of a country’s innovation capability. Recently, basic research has become a high-frequency word in government report. It is an inherent requirement to make china become innovative country and technology power in new era. In the past, many technological innovations extremely relied on basic research of developed country. Now, China, the world’s second largest economy, should shoulder the responsibility and international obligation to carry on basic research and original innovation.

3.3. Overseas R&D Investors are Increasing Diversity, But the State-Owned Enterprise is Still the Dominant Power

As is seen from the Figure 5, recent years, with the rapid rise and development of private enterprise, mounting private enterprises begin to seek to set up R&D center abroad. Especially since 2013, overseas

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Table 1. Overseas R&D investment times of single China’s top 500 enterprises

<table>
<thead>
<tr>
<th>Overseas R&amp;D investment times of single company</th>
<th>Enterprise quantity</th>
<th>Total number of times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only once</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>More than once or equal to 10 times</td>
<td>89</td>
<td>300</td>
</tr>
<tr>
<td>More than once or equal to 20 times</td>
<td>7</td>
<td>86</td>
</tr>
<tr>
<td>More than 20 times</td>
<td>3</td>
<td>67</td>
</tr>
<tr>
<td>intotal</td>
<td>154</td>
<td>588</td>
</tr>
</tbody>
</table>

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Figure 4. Overseas R&D investment countries type layout of China’s top 500 enterprise

Figure 5. The growth trend of private enterprises and state-owned enterprises
R&D investment of private enterprise has emerged a swift growth. The times of overseas R&D investment from private enterprise is more than state-owned enterprise every year, and the gap between the two are growing.

Though the overall overseas R&D investment of private enterprise is rapidly increased, private enterprise is still inferior to state-owned enterprise in the number of overseas R&D enterprise and the whole times of R&D investment. And the state-owned enterprise still plays a leading role in overseas R&D. Compared with private enterprise, they will be confronted with more drawbacks and challenges when enter into the host country. Their operating activities are regarded as government actions. The legality of operating activities largely depends on the political relation, especially in the field related to technical cooperation and mergers and acquisitions in the sensitive industry of the host country. The normal investment behavior of state-owned enterprises is easily taken into consideration in the national political level of the host country. As a result, the process of overseas R&D investment becomes very complex and lengthy. In addition, constrained by their management system and assessment mechanism, state-owned enterprise is inferior to private enterprise of whole liveness and performance of R&D. In a word, the major structure of overseas R&D investment needs to be optimized, and the support for overseas R&D of private enterprise needs to be expanded.

4. SUGGESTIONS PROMOTING OVERSEAS R&D OF CHINA'S TOP 500 ENTERPRISES

R&D globalization has become a new trend after trade globalization, production globalization, and financial globalization. For China, the world’s largest trade nation with the need to improve overall technology, carrying out the R&D globalization strategy will facilitate the promotion of industrial structure and improvement of the overall national strength.

Firstly, strengthening and improving the policy system of overseas R&D. In order to promote the construction of innovative country, Chinese government has formulated and issued many policy documents. These documents involves in a variety of innovative subject including university, scientific research institution, and enterprise, and each innovation link including basic research, the development and application of new technology. However, the existing policy system mainly focuses on domestic innovation system construction and ignores the global innovation system construction. Therefore, we not only need to improve the environment of overseas R&D and innovation, but also need to increase the input of overseas R&D and innovation through policy incentive and guidance. Meanwhile, the government should encourage competitive enterprise to carry on R&D investment in undeveloped country, especially emerging economies, which aims to be complemental in superiority for each other. We should downplay the concept of “state-owned” and “private”, and make comprehensive use of fiscal, tax, financial and legal means to provide various policies and financial support for overseas R&D of Chinese enterprises, especially technological and small- and medium-sized enterprise. Special fund should be set to provide preferential policies and priority support to overseas R&D enterprises and institutions which engage in basic research and original innovation. We also need intensify the reform of the scientific and technological system to free people’s creativity from institutional constraints such as the unreasonable evaluation mechanism and expenditures management system. Policy formulation and system reform should be based on sufficient investigation and precious experience learned from advanced enterprise and developed country. Furthermore, the feedback mechanism of policy implementation should be established and strengthened to remedy and improve the policies failing to reach the anticipated effectiveness in time, so as to truly implement the national innovation policies of overseas R&D.

Secondly, actively exploring effective methods to upgrade the overall efficiency and effectiveness of overseas R&D. Overseas R&D investment is high investment, high risk and high uncertainty. Thus, based on industrial and own traits, the enterprise devoted to overseas R&D investment should innovate and explore the mode of overseas R&D, and seek for more efficient and convenient ways to carry out overseas research and development strategy, such as establishing overseas R&D investment community similar to the counseling center of public service platform. Under the joint guidance of government and industry organizations, the overall planning and management of overseas R&D shall be done to provide all-round information consulting service. It will be conducive to avoid resource waste and overlapping investment. In addition, some novel R&D methods such as virtual laboratory and global research village also can further change the pattern of traditional R&D and swap mode of R&D resource. With the help of the application of internet big data technology, R&D staff can make fast and convenient cooperative study come into true. R&D center can conduct research in continuous 24 hours, which makes the seamless connection of global R&D network become reality. Generally speaking, implementation methods of overseas research and development are diverse. Only by continuous exploration and attempt, can we continuously reduce the input cost and conversion cost of overseas research and development. Thus, the overall efficiency and benefits of the global research and development network can be improved.

Finally, leveraging and integrating global innovation resources through taking full advantage of the huge
domestic market. It is still an efficient way to enhance China’s innovation capacity. In the 1990s, our country implemented trading domestic market for technology. It tries to gain access to foreign advanced technology by opening some industries and some markets. After more than 20 years of practice, finally the effect was undesired. It is the reason that the profit-driven of foreign-funded enterprise, the imperfection of China’s system and policy, and the strength unequivalence of Chinese and foreign enterprise determine that the strategy will be failed. Nonetheless, it is still believed that huge domestic market plays important role in promoting overseas R&D and innovation capacity of Chinese enterprise. The huge domestic market provides a powerful bargaining chip for Chinese enterprises to integrate global innovation resources. Recently, with the global economy weakening and growth slowing, more and more multinational companies hope to enter into the Chinese market. If the opportunity can be seized and appropriate policies can be adopted, it will certainly add a lot of color to Chinese overseas scientific and technological R&D and technological progress by virtue of years of keeping a low profile and the growing strength of enterprises. In addition, the fast-growing local market also provides a solid material foundation for the globalization of Chinese enterprises’ research and development. With the rise and development of new energy, Internet finance, biomedicine and other emerging industries in domestic, Chinese companies have quickly taken a commanding position in the sector and are actively expanding and investing of overseas research and development. It has greatly changed the long-standing prejudice and cognition that Chinese enterprises with weak-foundation are at the lower end of the industrial chain and lack core competitiveness, and improved the overall image and always reputation of China. Therefore, we should keep the faith and keep head clear. While making the layout of globalization of research and development, we must not ignore the significance of the domestic market in integrating global innovation resources and improving innovation capacity. Only in this way, can we seize the initiative of innovation and development to build China into a major science center and innovation highland in the world, and make our due contribution to the human progress.

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Strengthen the Concept of Sustainable Development and Ecological Modernization

Yazhong Deng
School of Marxism of Yangtze University, Jingzhou, 434023, China
E-mail: 151773902@qq.com

Abstract: To implement the concept of sustainable development and promote the coordinated development of ecological balance, ecological architecture and architectural design must be introduced into the construction industry. From the perspective of implementing sustainable development strategy in construction field, this paper expounds the design principles of ecological architecture: concern for the natural environment; concern for users; and enhance the communication between users and the natural environment. In the production and life, architecture is indispensable to people, but with the rapid development of the construction industry, more and more buildings are springing up, and the energy consumption of the construction industry is also increasing. Therefore, we must save the energy consumption of the building and take the road of ecological design. Greening is an important condition for protecting biodiversity and promoting the healthy development of ecosystems. Ecological buildings must have three basic characteristics: focus on efficiency, advocating nature, and respecting science. High efficiency runs through the design, material selection and operation of ecological buildings to promote sustainable development.

Keywords: sustainability; ecological architecture; architectural design; ecology

1. INTRODUCTION
The concept of sustainability is a dynamic idea, which is embodied in ecological architecture, that is, architecture should be flexible enough to adapt to future development. This is reflected in the requirements of flexibility and selectivity in the design of building structures and construction equipment [1]. Eco-architecture is a systematic project with architecture as its starting point, harmonious development of human and environment as its goal and environmental quality construction as its main content [2]. Use renewable local building materials to the fullest extent, avoiding damage to the environment, producing peppers and building materials with radioactivity [3]. Building is indispensable for people, but with the rapid development of the construction industry, more and more buildings are rising, and the energy consumption of the construction industry is getting bigger and bigger. Therefore, we must save the energy consumption of the building and take the road of ecological design [4].

Eco-architecture is a new way of building. It has different explanations. On the whole, it regards architecture as an ecosystem, in which all kinds of factors inside and outside the building realize the recycling and utilization of material and energy [5]. In the design of ecological architecture, we should fully realize the principal position of man and the two-way interaction between man and nature, and embody the purpose of caring for and respecting man in the creation of architectural space [6]. It is a systematic engineering involving engineering technology, natural resources, human culture, social economy and other factors. Through the construction of science, the comfort level of the occupants is met. It is necessary to reduce the mobilization of other equipment as much as possible and reduce the energy consumption [7]. It is also necessary to fully integrate the building with the surrounding natural environment [8]. The huge material consumption of the building puts economic and reasonable requirements on the architectural design. Buildings as a bridge between users and the natural environment should bring natural elements to the users as much as possible. This is an important manifestation of the ecological design principle [9].

2. MATERIALS AND METHODS
Concern for the natural environment is the foundation of the existence of ecological architecture and the embodiment of a sense of environmental co-existence [10]. It first requires architects to adjust their mindset. Accurately recognize that architectural works are only a part of the environment, and deal with the relationship with the environment in a modest manner. Through integration, we can discover the comprehensive value of design, and communicate with the corresponding personnel in view of the new contradictions and problems arising in the process of integration, so as to broaden our horizons for their respective professional fields, which is the advantage of architects. Therefore, in the design of ecological construction, we must focus on reducing the consumption of resources and pollution of the environment. Achieve sustainable development. And in redesign, we must make full use of nature and reduce artificial creation. Optimize design in the direction of overall layout, functional configuration, space combination and technology selection, meet architectural design requirements with limited
economic conditions, or create more use value under limited economic conditions. Actively support the establishment of ecology and expansion and improve the industrial chain, establish and improve resource-complementary industries, and promote the recycling of various resources within the region.

Before carrying out architectural design, we need to first understand the characteristics of the environment in which the building exists, and the building that can coordinate with the surrounding environment is the ecological building we are pursuing. One of them should not be neglected. The internal and external environment of the building area should be included in the design scope, which is specific, comprehensive and holistic. We should also meet the needs of the development of market economy, the living standards of the people, the supply of building materials and the internal needs. Nowadays, new construction techniques and equipments provide a lot of conditions for ecological building design. Ecological design is far more than the rational use of these energy consumption systems and materials. In order to make it more effective, these energy consumption systems need to be fully integrated into the building structure, so the use of non-renewable resources and the development of renewable resources can be minimized, which is conducive to the development of ecological buildings.

Considering the harmony between architecture and surrounding environment, architects may be inclined to show the individuality of the designed building when considering the design scheme. The trend of ecology includes the concepts of economic and ecological modernization, social and ecological modernization, environmental and ecological modernization, and strengthening sustainable development and ecological modernization. Consideration of energy saving: Building energy consumption is one of the main indirect hazards to nature caused by buildings. Therefore, how to reduce energy consumption and improve efficiency as much as possible has become an important issue of ecological buildings; the use of renewable energy. From the point of view of its composition, the “ecological core” is the inheritance and development of the traditional atrium space. Traditional atrium mainly emphasizes the artistic effect of space, which has nothing to do with environmental control. The “ecological core” is based on the atrium space and uses the greenhouse effect and chimney effect to improve indoor lighting and ventilation. Through the design and construction of some methods, efficient natural ventilation, lighting, thermal shading and solar energy to reduce equipment configuration and energy consumption are the most common and effective energy-saving methods. Efficient ecological buildings should make the most of these renewable natural resources, such as rainwater, which can be collected to meet the needs of refrigeration, irrigation and irrigation. Green areas, including outdoor plants and indoor plants, are important factors in improving the climate around the building. Publicizing the idea of ecological architecture design and guiding people's reasonable demand for the use of buildings are the primary links in the implementation of ecological architecture design.

Table 1. Comparison of Traditional Architectural Design and Ecological Architectural Design

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<tr>
<th>Design subject</th>
<th>Traditional Design Patterns</th>
<th>Ecological Architectural Design Model</th>
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<tbody>
<tr>
<td>Design object</td>
<td>Environment of Buildings</td>
<td>Buildings and their surrounding environment</td>
</tr>
<tr>
<td>Design purpose</td>
<td>Meeting the Needs of Contemporary People</td>
<td>Meeting Sustainable Development</td>
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Considering the harmony between architecture and surrounding environment, architects may be inclined to show the individuality of the designed building when considering the design scheme. The trend of ecology includes the concepts of economic and ecological modernization, social and ecological modernization, environmental and ecological modernization, and strengthening sustainable development and ecological modernization. Consideration of energy saving: Building energy consumption is one of the main indirect hazards to nature caused by buildings. Therefore, how to reduce energy consumption and improve efficiency as much as possible has become an important issue of ecological buildings; the use of renewable energy. From the point of view of its composition, the “ecological core” is the inheritance and development of the traditional atrium space. Traditional atrium mainly emphasizes the artistic effect of space, which has nothing to do with environmental control. The “ecological core” is based on the atrium space and uses the greenhouse effect and chimney effect to improve indoor lighting and ventilation. Through the design and construction of some methods, efficient natural ventilation, lighting, thermal shading and solar energy to reduce equipment configuration and energy consumption are the most common and effective energy-saving methods. Efficient ecological buildings should make the most of these renewable natural resources, such as rainwater, which can be collected to meet the needs of refrigeration, irrigation and irrigation. Green areas, including outdoor plants and indoor plants, are important factors in improving the climate around the building. Publicizing the idea of ecological architecture design and guiding people's reasonable demand for the use of buildings are the primary links in the implementation of ecological architecture design.

3. RESULT ANALYSIS AND DISCUSSION
With the continuous progress of related building materials technology, the traditional structure has been replaced, which not only reduces the weight of the building itself, but also further widens the internal space of the building and saves the use of building materials. Guiding people's reasonable demand for building use is to maximize people's various requirements for building use under the premise of overall and coordinated consideration of various external natural and ecological factors and people's internal needs. Nowadays, new construction techniques and equipments provide a lot of conditions for ecological building design. Ecological design is far more than the rational use of these energy consumption systems and materials. In order to make it more effective, these energy consumption systems need to be fully integrated into the building structure, so the use of non-renewable resources and the development of renewable resources can be minimized, which is conducive to the development of ecological buildings.

Architecture is the space of human activities, so according to the different nature of activities, people will inevitably require its form to change accordingly. It can be seen that designers leave the necessary “breathing” space for architecture. The development of eco-architecture makes the evolutionary stage move from the natural evolution of organisms to the independent stage of knowledge and technology. At
the perimeter structure may be combined with the benefits. The enclosure structure is the medium for the interaction of indoor and outdoor environment, and it is the carrier of many ecological design methods. The way and extent of the integration of many technologies determines the value of the role of structural media.

4. CONCLUSION
This paper studies the ecological architecture design of sustainable design and the ecological trend evaluation of architectural design. Sustainable development is the strategic direction of long-term social and economic development in China, and ecological architecture is the inevitable choice to implement sustainable development strategy in the field of construction. The construction industry is the largest energy consumer, which has a great impact on the ecological environment. Therefore, more health and environment should be adopted as far as possible in the process of building design. The harmless design method promotes the construction industry to progress towards sustainable development and gradually improve China's ecological environment. Emphasize the potential to maintain the capacity of ecosystem resources so that the ecosystem can maintain a balance and humanity can continue. In the environmental carrying capacity we must meet contemporary needs and improve the quality of life. The development of people, architecture and ecological environment has always been a constantly changing process. Any change in one factor will lead to the establishment of new relationships. We cannot stop for a better future for mankind.

REFERENCES
Study on Comprehensive Evaluation of Eco-City Planning Scheme

Yazhong Deng  
School of Marxism of Yangtze University, Jingzhou, 434023, China  
E-mail: 151773902@qq.com

Abstract: The establishment of index system of eco-city construction is the main basis to measure the planning, construction and management effect of eco-city. Essentially, ecological infrastructure is the natural system on which the sustainable development of a city depends, and it is also the sustainable access of a city and its residents to natural services. This paper puts forward the comprehensive evaluation of eco-city planning scheme, discusses the working principle of important components, and provides information for eco-city decision makers. It is the key spatial pattern to safeguard the safety and health of land life and regional cultural characteristics, and the basic guarantee for cities and residents to obtain sustainable ecological services. In the whole process of construction, operation and management, the impact on land resources, water resources, environment and ecology is fully considered, and structural optimization is formed. Countermeasures to strengthen the construction of ecological cities by strengthening infrastructure construction, improving urban environmental quality, rationally allocating resources, improving comprehensive utilization of resources, and strengthening urban management.

Keywords: eco-infrastructure; eco-city; planning scheme; evaluation

1. INTRODUCTION

Eco-city is a view of urban system from the perspective of ecosystem. Its essence is the relationship between human-centered life and its environment [1]. Cities are the centre of economic, political and cultural life of the people and the main driving force for progress. Urbanization is the embodiment of human progress and an important symbol of the level of economic and social development of a country or region [2]. Eco-city construction mainly ensures the balance and succession of urban ecosystem through the construction and development of ecological environment, eco-industry and eco-culture, so as to create an efficient and harmonious ecological relationship between man and nature [3]. Ecological infrastructure provides decision makers with an overall, objective, and optimal way to solve specific problems. In recent years, the concept of urban complex ecosystems has continued to develop, creating high-quality eco-cities, presenting the characteristics and features of the city, and combining natural and artificial environments [4]. To create a good living and working environment for urban residents, and to leave a deep impression of the city for foreign visitors, we must do a good job in eco-city planning [5].

To build a city with high economic efficiency, stable social function, logistics, people flow, smooth information flow and benign ecological cycle is the primary task of current urban development [6]. Urban characteristics are understood as the content and form of a city which is obviously different from the personality characteristics of other cities. It is the external manifestation of the material and spiritual achievements created by urban society [7]. A good ecological urban planning plan will make people love the city and their hometown. It will produce spiritual cohesion and play an important role in cultivating the character and sentiment of urban residents [8]. The ecologically appropriate urban system is based on the network, and uses a systematic theory to comprehensively analyze the multi-attribute characteristics of social, economic and natural aspects [9]. Eco-city construction pays attention to local conditions and builds eco-city according to the characteristics of the city; however, any eco-city construction should follow the principle of “fit and function adapt” to construct a rational eco-city and achieve its optimal ecological function [10]. Therefore, in order to ensure the smooth development of eco-city construction, it is necessary to design an objective and scientific evaluation decision support system to guide the construction of eco-city. In view of the fact that eco-city has many characteristics, multiple levels, dynamics, incomplete information, and many human factors [11]. It can be argued that the concept of ecological infrastructure embodies an interdisciplinary thinking. As far as its connotation is concerned, it is said that both the biological habitat system and the human urban habitat system contain the meaning of the natural ecosystem with basic support functions and its natural services [12].

2. MATERIALS AND METHODS

The level of urban infrastructure is an important index to measure the degree of urban development. For such a mega-city to enter the ranks of modern international metropolis, urban infrastructure must be modernized. It embodies the structural and morphological characteristics of urban landscape comprehensively. It is the comprehensive embodiment of landscape as a
visual scene, as a habitat, as a system, and as a cultural symbol. Urban ecology is the object of visual aesthetics and the basis of urban residents' positioning and identity. It is particularly important for the sustainable, stable and coordinated development of society and economy to establish a virtuous cycle of ecological environment adapted to the sustainable development of national economy. Urban construction must achieve harmony between man and nature. It is in the period of ecological construction; the ecological level of regional economic conditions, road accessibility, soot control and urban greening construction is relatively high. The essence of eco-city construction is to require all functional groups to develop in a lasting, orderly, stable and coordinated manner under various constraints, which is the goal of eco-city construction.

For urban systems, the driving force indicators refer to the social, economic or cultural factors that hinder or promote urban ecologicalization, mainly from the changes in population, economy, technology and people's environmental concepts. There are many kinds of factors affecting eco-city planning, such as social comprehensive factors, environmental conditions and visual effects. Therefore, in order to evaluate eco-city planning, scientific evaluation methods must be used for comprehensive evaluation. The evaluation index system generation and management module is composed of the index system. Eco-city aims to establish a kind of human settlements with coordinated development of society, economy and nature, efficient utilization of material, energy and information, and virtuous cycle of ecology in accordance with the principles of ecology. This concept reflects the human pursuit of modernization, efficiency and standardization of the city. Structurally, it is necessary to expand the urban space and environmental capacity scientifically according to the principles of eco-economics. Under different urban development strategies, urban development patterns will present completely different characteristics, which will make urban ecology present completely different characteristics. On the basis of building height control network determined in visual safety pattern, urban infrastructure construction and carrier function should be strengthened to highlight urban characteristics in order to improve the overall level of the city. According to the overall urban planning, develop quality-efficient, resource-saving and technology-leading enterprises, such as information, electronics, and bio-industries, develop less waste, no waste, energy-saving, water-saving new processes, new technologies and new equipment, and implement minimum waste. The policy will reverse the current situation of resource shortage and waste coexistence and low utilization rate, and improve production efficiency. Essentially refers to the ecological basis on which the urban system depends.

3. RESULT ANALYSIS AND DISCUSSION

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<th>Table 1. Relative weight of evaluation index</th>
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<td><strong>Factor</strong></td>
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<td>Structure</td>
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<td>Infrastructure</td>
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<td>Urban environment</td>
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<td>Matter reduction</td>
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<td>Resource allocation</td>
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<td>Production efficiency</td>
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<td>Function</td>
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<td>Social security</td>
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<td>Urban civilization</td>
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<td>Sustainable development</td>
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<th>Table 2. Grading of Urban Ecology Degree</th>
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Choose the strategy of sustainable development, use the theory and method of ecological city, organize all kinds of economic and social activities scientifically, and gradually establish and perfect the reasonable structure of ecological city. As well as the establishment of biological corridor network for the purpose of protecting species diversity and biological habitats, to form a sustainable landscape of harmonious coexistence between man and nature, and to form the characteristics of ecological landscape. Cities can be integrated into the framework of urban ecosystem research, and the relationship between environment, resources, ecology and energy can be considered comprehensively by means of evaluation and analysis. Based on the principle of “positive, reasonable and effective”, it focuses on ecological economic development, ecological environment construction, environmental pollution prevention, clean production technology and technology, comprehensive utilization of resources, clean energy and urban infrastructure construction. Carry out international exchanges and cooperation in all aspects of capital, technology, talents and management. The safe pattern of natural processes, biological processes and human processes forms an overall ecological infrastructure.

Beautiful and pleasant environment is the premise of ecological city construction. A good urban environment is conducive to improving the investment environment, attracting foreign investment.
and promoting the sustainable development of the city. The establishment of ecological infrastructure provides a guarantee for the health and safety of regional ecosystem services, and it is a rigid boundary of “no construction” in the process of constructing urban ecological characteristics. Natural social attribute is an organism composed of three levels: society, economy and ecological environment. Using the basic ideas of comprehensive evaluation of eco-city planning schemes, comprehensive evaluation of an eco-city planning plan. Its indicator system needs to fully reflect the characteristics of each level. The index system construction module applies fuzzy clustering analysis method to cluster all the indicators to generate the criterion layer of the evaluation object, and then uses the principal component analysis method to analyze the indicators of each criterion layer, and finally generates the evaluation index system.

The establishment of ecological infrastructure can protect cities from floods, protect species and habitat diversity, protect cultural heritage and provide recreational experience. Express the question and convert the user's question into a form that can be understood by the system. In the whole process of system reasoning and operation, decision-makers are allowed to intervene directly, give prompts and receive subjective judgment and experience information of decision-makers. Particular attention should be paid to the protection and development of water resources, the combination of promoting benefits and eliminating harms, the emphasis on both opening up and throttling, and the priority of throttling, pollution control, scientific open source and comprehensive utilization. Therefore, it is necessary to build an eco-city system centered on water conservation, energy conservation and land saving, that is, to establish an industrial production system centered on energy conservation, water conservation and material conservation. Establish an efficient and pollution-free comprehensive transportation system centered on saving power. The internal material transformation, energy flow and information transmission form a network of interlocking and synergistic symbiosis, which realizes material recycling, energy utilization, and information feedback. Adjustment, the best economic benefits. Therefore, the urban planning method should first design the city and the region in the urban and regional planning, and form an efficient maintenance of the urban residents’ ecological service quality. In the process of urbanization, it is necessary to protect and restore the urban wetland and avoid the degradation of its ecological service function. Environmental pollution, improving urban environmental quality and sustainable urban development. Therefore, unlike the traditional open space planning approach, the approach is considered to be presumptive rather than reactive, systematic rather than contingent, holistic rather than fragmentary, multi-permission rather than single authority.

4. CONCLUSION
In this paper, the comprehensive evaluation of eco-city planning based on ecological infrastructure is studied. Establishing a practical and scientific intelligent evaluation decision support system is of great significance to the construction of ecological city. It reflects the basic level of urban ecosystem construction, comprehensively and comprehensively grasps the system, and energy reflects the contribution ability of each index to the system, which provides the necessary reference for the planning and construction of urban ecosystem. The better integration not only overcomes the subjective randomness in the evaluation of ecological city planning scheme to the greatest extent, but also makes the evaluation conclusion more reliable. A comprehensive approach to solving multiple urban problems, including maintaining the integrity of the land ecological process and maintaining the authenticity and integrity of the regional natural and cultural landscape, and focusing on improving and improving the current constraints on urban development. For example, infrastructure, resource utilization efficiency, and ecological environment have been simultaneously developed in terms of structure, function, and coordination, and gradually evolved toward the goal of an eco-city. The combination of eco-city planning and ecological infrastructure planning is an inevitable way to optimize urban ecology.

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Study on the Application of VR Technology in Promoting the Deep Integration of Industry and Education of Art and Design Major

Jie Zhang
School of Art and Design, Henan University of Engineering, Zhengzhou 451191, Henan, China
E-mail: 1956015236@qq.com

Abstract: Henan University of Engineering (HNU) is a model applied technology type undergraduate college in Henan Province. Based on how to solve the social demand for high-quality technical and skilled talents of art and design specialty, this paper pays attention to the social responsibility of the interaction between art and technology, and explores the method of art and design skill education in this context.

Keywords: integration of industry and education; art design; virtual reality

1. INTRODUCTION
The Outline of National Medium and Long Term Talent Development Plan (2010-2020) puts forward that colleges and universities are charged with the task of cultivating talents with both innovative skills and scientific and technological knowledge. In 2016, the CPC Central Committee further specified the requirement of “establishing a training mode of technical and skilled personnel with integration of industry and education and cooperation between schools and enterprises”. The report of the Nineteenth National Congress of the Communist Party of China put forward that “we should improve the system of vocational education and training, deepen the integration of industry and education, and school-enterprise cooperation”. It can be said that the integration of industry and education has become an important policy to promote the development of local economy to a certain extent [1].

2. CURRENT SITUATION OF INTEGRATION OF PRODUCTION AND EDUCATION OF ART AND DESIGN MAJOR IN CHINA
In order to do a better strategic analysis, this paper searches the keyword “integration of industry and education” through CNKI, and finds that from 2013 to 2018, there are 4599 articles about “integration of industry and education” in the past five years, and the number of documents in 2018 is about 70 times that in 2013. The keyword “art” was re-entered and 56 articles on the integration of industry and education in art were found. Relevant research mainly focuses on the following aspects: personnel training, curriculum reform, teachers, teaching methods, extracurricular practice teaching and so on; there are few studies on resource integration, mechanism innovation and so on. For example, Zhou Dapeng (2018) believes that the current system of integration of industry and education in China is not perfect. He suggests deepening the integration of industry and education through the way of “school-enterprise joint construction of order classes-Studios-Industrial colleges” [2]. Lu Haizhou and Yang Peiqiang (2017) believe that alliance, base, project, team and platform are the five core elements of the integration of industry and education. In the process of integration, we should pay attention to the improvement of the quality of each factor, and then ensure the orderly integration of industry and education [3]. Zhang Junzhu (2015) believed that the training of talents and professional settings in schools should be closely linked with local industries, and the curriculum system should be constructed from the aspects of education reform and teachers’ ranks, so as to achieve the integration of teaching and production [4].

According to the on-the-spot investigation and literature analysis, it is believed that at present, the application research project of integration of production and education of art design in China has made rich accumulation and substantial progress. It can promote the healthy and sustainable development of art and Design Vocational education, improve teachers’ teaching level and students’ learning ability, and promote the development of local economy to a certain extent [5].

3. BOTTLENECK ANALYSIS OF DEEP INTEGRATION OF PRODUCTION AND EDUCATION IN ART DESIGN MAJOR
At present, the bottleneck of the deep integration of production and education of art design specialty involves macro, micro and policy three levels. Firstly, the relevant policies and systems are not sound. Lack of systematicness in system construction. Secondly, the driving force of integration of industry and education is insufficient, which is mainly manifested in the lack of internal driving force for enterprises to participate in school-enterprise cooperation. Thirdly, the orientation of the principal part of the school and enterprise is not clear, and the role-playing is ambiguous. It is mainly embodied in “attaching
importance to appearance, neglecting connotation” and “attaching importance to theory and neglecting practice”. It is impossible to achieve mutual integration and win-win situation for all parties [6].

4. SUGGESTIONS AND PRACTICE ON DEEPENING THE INTEGRATION OF INDUSTRY AND EDUCATION

4.1. Suggestions on Deepening the Integration of Industry and Education

To do a good job in the integration of industry and education, we should first clarify the connotation of the integration of industry and education. Production is industry, and teaching is teaching. On the surface, it can be understood as the integration of industry system and education system. Of course, this integration involves many aspects, involving the integration of government, industry, education and research. Colleges and universities are the main body of synergetic innovation, and at the same time, the cultivation of innovative talents is included in the research, so as to improve the innovative ability of the trinity of scientific research, disciplines and talents in Colleges and universities. It can be said that it provides a good opportunity for colleges and universities to move towards connotative development. The collaborative innovation mode of “government, industry, education and research” needs communication and interconnection among the main bodies. On the premise of giving full play to their respective roles, it pays attention to collaborative innovation and takes the training of applied talents as a common goal. National strategy has pushed universities to the forefront of economic development, but collaborative innovation still faces many challenges in practice. Therefore, we need to pay more attention to deepening the integration of industry and education from various forms, such as platform, practice and transformation, to promote the practice of high-level professional construction of industry and education integration, to improve the efficiency evaluation and quality assurance mechanism of industry and education integration, and to form a working pattern of Government-Industry-University-Research cooperation [7,8].

4.2. The Practice of Deepening the Integration of Industry and Education

4.2.1. Practical background

In recent years, Henan Province has intensified its support for the construction of demonstration schools in terms of relevant policies and resource allocation, and put forward clear construction requirements. Henan Engineering College strives to make the school a pilot area for deepening the comprehensive reform of higher education, a demonstration area for the transformation and development of general undergraduate schools, an important base for training high-level technical and skilled personnel, an important base for advanced technological innovation, transfer and service, and an important platform for the integration of industry and education and school-enterprise cooperation through the construction of demonstration schools.

4.2.2. Depending on school-enterprise cooperation, deepening the integration of industry and education

Art and Design College focuses on the construction of “Industry-University Cooperation and Education Project Promoted by the Department of Higher Education of the Ministry of Education”, takes excellent enterprises as the main body, jointly promotes professional co-construction, and promotes a new mode of integration of industry and education of “substantive input of enterprises and substantive cooperation between schools and enterprises”.

Environmental design specialty (divided into interior design and landscape design) has signed cooperation agreements with Henan Xi Fangge Greening Engineering Co., Ltd., Henan Yubo Landscape Design Co., Ltd., Longfa Decoration Engineering Co., Ltd., and established a production, teaching and research base. Since 2017, more than dozens of beautiful rural planning and design projects, roof greening projects and municipal gardening projects have been completed, such as the landscape design of Xiao Zhongshang Village, Huaxian County, the landscape renovation design of Jinju Street Road, Zhengzhou High-tech Zone, the landscape reproduction and tourism planning design of “Meifeng Long View”, which is one of the ancient of Zhengzhou. Design and roof greening design of Henan Provincial People’s Government, and the like.

In order to implement the Nineteenth National Congress of the CPC’s plan of resolutely fighting against poverty with precision, adhering to the basic strategy of precise poverty alleviation and precise poverty alleviation, environmental design specialty responded positively to the school’s deployment and completed the “Rural tourism landscape design of Wenpo Village” and the “street park planning and design of Taikang County”. In addition, in September 2018, the environmental design specialty established the “Art Setting Public Welfare Center”. We organized teachers and students who loved public welfare, entered Longhu Town of Xinzeng City, Tongbai Community of Zhongyuan Road of Zhengzhou City, and carried out community transformation, fast growth of small trees, happy and happy activities of roof farms. Efforts should be made to explore and practice the precise poverty alleviation model of three-dimensional colleges and universities, namely, education assistance, talent assistance, culture assistance and industry assistance.

4.2.3. Combining with the educational cooperation projects of the Ministry of Education, introducing enterprises into research and building a full-chain teaching innovation

The environmental design specialty of Art and Design College takes innovative teaching as its core, actively
explores the application of virtual reality in the field of environmental design, forms demonstration teaching combining education with industry, and promotes the level of informatization practice teaching in Colleges and universities. In 2019, we cooperated with Guanghui City (Chongqing) Technology Co., Ltd. and Shanghai Weimo Information Technology Co., Ltd. in school-enterprise cooperation and collaborative education. Among them, the project of cooperation with Guanghui City (Chongqing) Science and Technology Co., Ltd. is the project of cooperation between education department and education department, “Practice conditions and practice base construction of virtual reality teaching comprehensive training laboratory”. This project will build a virtual reality teaching experiment platform and practice base relying on the existing academic research foundation and supporting environment foundation of Guanghui City. By incorporating relevant courses into relevant practice or training links, we can produce high-quality and shared VR curriculum resources through leading domestic VR technology, programs, management methods and teaching content, and cultivate excellent virtual reality informationization teaching team.

(1) Pre-project preparation
Construct a long-term mechanism of school-enterprise close and seamless collaborative education, and promote the innovation of management and operation mechanism of school-enterprise collaborative education. In the early stage of project construction, experts from Guanghui City (Chongqing) Science and Technology Co., Ltd. and Henan Institute of Engineering cooperated deeply with each other. In terms of specific division of labor, this project is based on the principle that the school determines the training objectives and the enterprise designs the teaching path, and the two sides cooperate to build a virtual reality teaching comprehensive training laboratory. The construction team composed of the above two main bodies can not only produce high-quality and shared VR curriculum resources and train excellent virtual reality informationization teachers team, but also effectively ensure the healthy operation of the practice base, promote the deep integration of production and education, and cultivate high-level response with social responsibility, strong learning ability, practical ability and innovative and entrepreneurial ability. Employable talents.

Revision of professional training program, will also has many functions to be excavated practice base not only meets its basic functions, but also many ways, make full use of the advantages and platforms of enterprises and their social influence, and implement a win-win strategy.

(2) Project Operation Phase
In the operation phase, experts from Guanghui City (Chongqing) Science and Technology Co., Ltd. will be invited to give guidance, covering teachers and students from relevant departments of Henan Engineering College, in order to ensure the scientific implementation of the project. In addition, we will build a platform for collaborative education and promote the sharing mechanism of educational resources. On the one hand, Guanghui City (Chongqing) Science and Technology Co., Ltd. participates in the construction of virtual reality teaching comprehensive training laboratory of Henan Engineering College to ensure the lasting operation of school-enterprise collaborative education. On the other hand, Henan Institute of Engineering has made clear the scientific management system and effective operation mechanism of school-enterprise collaborative education.

(3) After the closure of the project
After the completion of this project, the virtual reality practice base not only meets its basic functions, but also has many functions to be excavated and utilized. Schools will cooperate and share with enterprises in many ways, make full use of the advantages and platforms of enterprises and their social influence, and implement a win-win strategy. The application of VR technology in the deep integration of production and education of art design specialty has far-reaching practical significance for the connotative development of Chinese universities, the employment of college graduates and the employment of enterprises and industries. With the further deepening of the mode of cultivating talents with the collaborative innovation of government, industry, University and research in China, a good ecology of integration of production and education and cooperation between schools and enterprises will surely be created.

ACKNOWLEDGEMENTS
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REFERENCES
Study on the Artistic Characteristics and Development Prospect of “Dunbar Guozhuang” from the Perspective of “Intangible Cultural Heritage”

Xing Zhang  
Southwest Minzu University, Chengdu 610041, Sichuan, China  
E-mail: 496501273@qq.com

Abstract: In the middle of the 1940s, the late famous Chinese dancer Dai Ailian visited the northwestern plateau of Sichuan and created a number of dances, such as The Reception Shocked Jiarong, which was performed for eleven times, about nine days in the Public Education Center (now named the People’s Park) of Chengdu Central Park from March 10th to April 7th, 1946. And it was the first time that Jiarong dance Guozhuang was put on stage. In July 2004, Malcom held a 10,000-person Guozhuang Dance Party, which was recorded by Guinness. In addition, Jinchuan Manai township was awarded the “Hometown of Chinese Folk Art” by the Ministry of Culture for its well-known reputation. Now Jiarong Guozhuang has become an example for experts and scholars to study Jiarong’s history and culture of Tibetans. “Dunbar Guozhuang” has certain social value in carrying and innovating Tibetan culture, inspiring people’s “happiness”, enriching community culture and school curriculum content. Therefore, giving full play to the social value of the “intangible cultural heritage” of “Dunbar Guozhuang”, if it is extended to mainland schools, communities, local cultural and art museums, has a very broad development prospect.

Keywords: Dunbar Guozhuang; artistic characteristics; status quo; prospect analysis

1. INTRODUCTION
The ancient part of the Dunbar area is called “Jiamo. Chawarong”, which is referred to as “Jiarong”, meaning one of the four largest canyons in the Tibetan area-Women country in the East. And people who lived in the temperate valleys of the agricultural areas, known as Jiarong Youth, are an important part of Tibetan [1]. Jiarong Tibetan dance Guozhuang is also called “Daerga”. Due to historical reasons, people used to call Jiarong an area with four lands. Therefore, Jiarong Guozhuang is also known as “Guozhuang with Four Lands”. In history, Guozhuang dance was once listed as the four major dances in Tibetan areas in China with “Tibet Songs and Dances”, “Ganzi Tap Dance” and “Batang Strings Dance”. Dunbar is located in an area with densely populated villages, terraced fields, high mountains and canyons. People live in concentration, naturally forming a group-oriented entertainment, which is singing and dancing with a group of people. Today, in the development of multiculturalism, the study of Dunbar dance Guozhuang from the perspective of intangible culture helps it to shine in a broader cultural space, thus achieving the purpose of protecting and inheriting this intangible cultural heritage [2].

2. THE ARTISTIC AESTHETIC CHARACTERISTICS OF “DUNBAR GUOZHUANG CULTURE”
Jiarong is located in the middle of high mountains and canyons. The special geographical environment and production methods constitute its body rhythm. Jiarong Guozhuang dance has two different kinds, which are called major Guozhuang dance and minor Guozhuang dance. The major Guozhuang dance is generally solemn and serious with low tune and blessed lyrics, and the dance steps are calm and steady. However, the minor Guozhuang dance is very entertaining, lively and diverse with varied and flexible tunes and vivid lyrics. Its dance movements are lively and casual [3]. The major Guozhuang dance sings while dancing, the score is influenced by the body and the rhythm. And the melody is serious with the solemnity of the dance, while the rhythm is condensed with the emotion of the dance [4]. The rhythm is mostly based on the lightness, weight, slowness and urgency of the crotchetts and quavers, which promotes the emotional power of the dancers. The whole dance music gives people a sense of vicissitudes and sorrows [5]. It can be seen from the rhythm of the feudal serf society where the people of the working capital are humble and low in status. Therefore, the common characteristics of major Guozhuang’s dance movements are leaning forward the upper body, bending over, and slightly flexing legs; spreading your hands on your chest, palms up, slightly lowering your head, eyes on the ground or under your feet. Men and women look dignified, showing a subtle and pious feeling. Major Guozhuang dance is leading by a man holding a string of bells to form a circle with the male be in the front and the female followed, holding
hands to dance in a clockwise direction. The man sings for a while, and the woman follows the chorus, singing and jumping, from slow to fast, from small dance movements to large dance movements, from slow to urgent. When jumping to the climax, the man called ‘hello, hello’ and the women replied ‘here, here’.

The minor Guozhuang dance is performed by a group of men and women, lining in various formation, such as round queue or two rows. The male leader holds the string of bells, and the female leader pulls the color towel. Performed in a circular queue, they roll in and out, cross, stay side by side, turn circles respectively, and change forms abnormally. When jumping to madness, men and women pull each other together. The minor Guozhuang dance is developing on the basis of the major Guozhuang dance to enrich and perfect the Jiarong dance Guozhuang, making it to be diverse in form and rich in content. The randomness of the minor Guozhuang dance strengthens the nationality and locality of the Jiarong dance Guozhuang.

The application range of the major Guozhuang dance is bigger than that of the minor Guozhuang dance. It can not only perform at festivals, but also at small gatherings and drinking parties. Dancing the major Guozhuang can skip the minor Guozhuang, but dancing the minor Guozhuang at the beginning and end cannot skip the major one. In addition, as long as the activities related to the direction of the Jiarong Tibetans are carried out in a clockwise direction. Only places and people who still have the beliefs of this religion will proceed in a counterclockwise direction in religious activities.

2. THE AESTHETIC VALUE OF DUNBAR GUOZHUANG CULTURE
NATIONALITY AND REGIONALITY

Dunbar Guozhuang dance is rooted in the Tibetan social life and living environment, and it is an important art form of ethnic minorities, bearing the Tibetan nationality character and psychological quality. It directly or indirectly shows the Tibetan nationality’s lifestyle, living environment, folk culture, production labor and other regional aesthetic features with distinct nationality and regionality.

Performance, appreciation, entertainment and collectivity

The unique group-oriented performance of Dunbar Guozhuang is accompanied by melodious music, cheerful and vivid rhythm, and colorful and various national costumes, which constitute a beautiful and moving picture and it is loved by Tibetan compatriots. It combines distinctive national characteristics, rich dance expressions and profound cultural connotations. It reflects the artistic characteristics of performance, appreciation and entertainment, and has aesthetic appreciation value. During the performance of the Guozhuang dance, many people participated in with consistent pace, and the rhythm and pace were unified. The coordination of collective movements was emphasized, showing the effect of normative and unified. It is the spiritual manifestation of the Tibetan people’s unity and concerted efforts.

Harmony and unification of folklore, dance, sports and music

In social development, the inheritance and development of Tibetan traditional culture cannot be separated from the integration and sublimation of excellent culture. Taking sports as a form of expression, Dunbar Guozhuang dance achieves an effective combination of the same form and different individual characteristics through communication, penetration and even integration. It combines Tibetan traditional sports content, Tibetan music and dance art, and Tibetan traditional national costumes into one product of symbiosis and coexistence. It is a harmonious unity of folklore, dance, sports and music, and plays an important role in Tibetan cultural heritage.

3. THE PRACTICAL VALUE OF DUNBAR GUOZHUANG CULTURE
INHERITING AND DEVELOPING NATIONAL CULTURE
AND PROMOTING NATIONAL UNITY AND HARMONY

Dunbar Guozhuang dance is an important form and content of Tibetan cultural heritage. It’s unique style and characteristics reflect the national cultural and ecological characteristics, carrying various ritual procedures that have appeared in the lives of Tibetan people for a long time, including sacrifices, prayers, welcoming, farming, grazing, and entertainment. But it also contains traditional humanistic spirits such as friendship and solidarity. It is an important carrier of Tibetan compatriots’ life and memory, and has artistic and social values. The unique rhythm and movement characteristics of it are derived from the unique natural geographical environment and social life style of the Tibetan people, and the simple understanding of the aesthetic consciousness and the meaning of life. It reflects the unique national personality and inner temperament of the Tibetan people in the historical evolution that cannot be expressed in words and language. At the same time, the dancers will wear local Tibetan costumes and also show the colorful Tibetan costume culture.

Shaping cultural identity plays an important guiding role in promoting national unity and harmony. Tibetan people lived in high altitude areas for generations, and the natural geographical environment, bad climate and occluded traffic, tempered their will, while the mountains and vast plateaus gave them broad minds. All of these have made them develop a character of solidarity and mutual assistance. With its unique charm and development, Dunbar Guozhuang culture promotes their unity and harmony. With the development of the times and social progress, the cultural communications between different ethnic
groups have broken the original cultural differences and internal logical commonalities. Dunbar Guozhuang culture, which has endowed with the characteristics of the new era, develops through its cultural factors and cohesiveness in the form of art and becomes a cross-cultural communication medium between Tibetan culture and other national cultures. In an atmosphere of mutual cooperation, common feelings, and concern for harmony, the people of all ethnic groups danced Guozhuang together, fully embodying the beautiful scene of national unity and harmony.

Helping the development of green economy and promoting communications and opening up in Tibetan areas

The economic development of Tibetans on the plateau is relatively lagging. To solve the problems in the development of Tibetans, it is necessary to speed up local economic development and improve the production and living standards of Tibetan farmers and herdsmen. Since most of the plateau Tibetan areas are ecologically fragile, the economic development mainly depends on the development of Green ecological economy industries such as cultural tourism and plateau-specific agriculture and animal husbandry. Therefore, cultural tourism determines whether the plateau Tibetan areas can develop healthily and sustainably. The Dunbar Guozhuang culture, which is characterized by the national cultural goods, is a unique sports culture tourism resource in the Tibetan region. It can serve as the main line for the development of tourism products throughout the Tibetan region, and promote the development of ecotourism in the Tibetan Plateau.

Enhancing the physical and mental health of the people

Due to the harsh geographical environment and climate of Tibetans in Dunbar, the internal organs are prone to qualitative changes, causing high altitude sickness such as high altitude heart disease, hyperlipemia, and high altitude blood pressure. In addition, daily eating habits are easy to consume too much calories, causing obesity. Therefore, living and working in the plateau, we must take appropriate forms of activities to ensure the normal functioning of the body and improve physical and mental health. From the perspective of sports, “Dunbar Guozhuang” is combined with a variety of movements of walking, running, turning and jumping, and accompanied with the arm’s squat and sway and the main joints’ flexion, extension, rotation, and vibration. It’s exercise intensity is not great, but the whole body’s form of exercise pays attention to the coordination and unification of various parts of the body, and the independent movement of various parts of the body. It has a good effect on improving the heart and lung function of the human body, promoting blood circulation, reducing body fat, regulating the exercise capacity of muscle groups, improving body coordination, and shaping good physical form. At the same time, the pleasant mood brought by Dunbar Guozhuang culture makes people feel the unique beauty of the plateau. Under the cultural connotation of both body and mind, it is the perfect combination of fitness, bodybuilding, life and art to understand the life, customs, history and emotions of the Tibetan people.

4. SUMMARY

National culture is a historical relic of a national life and an indispensable main content in the real life of the nation. Judging from the historical process, all ethnic groups that exist in the forest of the nation must have their own unique cultures, especially the intangible cultural heritages of the nation to support the survival and development of this nation. At the same time, the intangible cultural heritage is not only popular but also has a certain heritage value. Exploring the cultural heritage, development prospects and cultural connotations of Jiarong Dunbar Guozhuang culture, promoting it’s continuous innovation and perfection, letting it has a modern aesthetic sense on the basis of inheriting and carrying forward the essence of traditional folk dance art, and making it be more suitable for the cultural needs of modern people, so that Dunbar Guozhuang culture will live forever. And it will help the Dunbar Guozhuang dance to shine in the broader cultural space, so as to protect and inherit the intangible cultural heritage.

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Study on the Relationship between Team Members’ Creativity and Time Pressure of the Regulating Function of Time

Jie Ji
School of Management, Shanghai University, Shanghai, 200444, China
E-mail: 779603129@qq.com

Abstract: Based on the analysis of the direct relationship between time pressure of different nature and individual creativity of team members, this study concludes the relationship between team members’ creativity and time pressure, and obtains the effect of adjusting time. The results show that time pressure can not only promote the creativity of team members, but also hinder their creativity. Therefore, appropriate and efficient time leadership can weaken the inhibition of time pressure on team members’ creativity and enhance their creativity. Keywords: member creativity; time pressure; time regulation

1. INTRODUCTION

Creativity is the driving force of enterprise development in the 21st century. They must constantly introduce new products or services through innovation to ensure their competitive advantage. The starting point of enterprise innovation depends on the innovation power of enterprise team. The realization of innovation power is closely related to time pressure. For this reason, this study starts from the reality and refers to a large number of literatures, so as to summarize the relationship between team members’ creativity and time pressure, and then conclude the role of time in regulating it. This paper analyses and discusses the relationship between team members’ creativity and time pressure.[1].

2. LITERATURE DISCUSSION

2.1. Membership Creativity

Team members’ creativity refers to the new ideas or new methods developed by their creativity in the team. In the process of participating in innovation activities, if members think that the team has a better atmosphere for innovation, they will be more willing to show their creativity. In other words, creativity is the output of individuals or teams, i.e. innovative and useful ideas about products, services, business models, working methods or management processes[2]. From the perspective of time pressure affecting creativity alone, it is the essential perspective and the important source divergent thinking to conduct in-depth research from the perspective of pressure. In 2012, Chong came up with the idea that challenging time pressures and impediments to time pressures have an impact on new product development and innovation. Product development results need four stages of thinking generation, thinking interpretation, thinking support and thinking implementation in order to achieve the ultimate innovation[3]. The purpose of personal innovation is to create new ideas with novelty and practicability. It is the initial stage. The ideas of the innovative generation are more dependent on the pressure of personal perception time. This is reflected in the individual’s psychology, emotion, thinking and other links, which directly affects the generation of new ideas. The essential difference between innovation and individual creativity in new product development makes it necessary and innovative to verify the mechanism of the interaction between challenge-hindrance time pressure and individual creativity[4].

2.2. Time Pressure

Stress is the subjective feeling of members and the result of self-evaluation after interaction between members and environment. The cognitive and practical process of member innovation takes time. As for the relationship between time pressure and members’ creativity, academic circles have put forward inhibition effect and participation effect[5]. Fleck Weisberg emphasizes that “the process of member creativity is mainly in time”. The incubation period of innovation is usually uncertain. It further points out that “if members are limited to completing tasks within a limited time, their innovative thinking will encounter bottlenecks or stagnation.” The greater the time pressure experienced by team members, the lower their creativity. Faced with work stress, members may experience emotional exhaustion (such as anxiety, anger, worry, etc.) or irrational behavior (such as aggression, abandonment, self-indulgence, etc.). I can’t get high satisfaction from my work [6].

At present, in the field of member creativity, there is no model to validate the effect of time pressure directly, but it can be inferred through empirical research abroad. It requires a lot of work stress (time) and emotional exhaustion to control interaction. Job satisfaction and job performance have a significant impact, that is, job requirements (stress) are involved. The result, as we often say, is the involvement effect.

3. RESEARCH ON THE RELATIONSHIP BETWEEN TEAM MEMBERS’ CREATIVITY
AND TIME PRESSURE

3.1. Mutual Promotion and Mutual Restraint

Team innovation is best when members work under lower time pressure, but with the increase of time pressure, members’ creativity and work efficiency will decrease. The interaction between time leadership and challenging time pressure has no significant positive impact on individual creativity. It can be seen that with the increase of blocking time pressure, the decline of personal creativity significantly reduces senior Leaders’ leadership compared with low-level time. The relationship between leaders shows that the next significant slowdown affects employee blocking time pressure and personal creativity. Challenging time pressure promotes personal creativity, hinders time pressure and reduces personal creativity. High-level time leadership can reduce the negative impact of time pressure on team members’ personal creativity. Time leadership does not significantly increase the positive impact of challenge time pressure on individual creativity of team members. At this point, managers should avoid increasing members’ time pressure in order to maintain good creativity and job satisfaction. When enhancing the motivation of team innovation, managers’ time pressure on members to complete urgent tasks inhibits their creativity, because members feel high time pressure in this case, they cannot rely on resources and professional ability to cope with pressure. Team managers should communicate with team members. “Develop team cooperation atmosphere, let team members learn together, make progress together, and constantly improve the mission of team members to carry out tasks” turns time pressure into the driving force behind team creativity. At the same time, teams should avoid long-term innovative activities in the high-pressure environment of their members, because this is not the best way to stimulate their creativity.

3.2. When Creativity Is Inhibited, Releasing Time Pressure Can Play a Part-Promoting Role

Just as many managers and executives have gained valuable experience in their daily work and business operations, when team members participate in innovative activities, high time pressure can promote their creativity when the innovative ability decreases or decreases once it occurs. However, this valuable experience does not apply to all situations. Studies have shown that in this case, the creativity of employees is far lower than that of team. Therefore, the enhancement of work environment contributes to the improvement of employees’ creativity. Therefore, managers should strive to improve team creativity and create an environment (encourage innovation, provide appropriate resources, improve members’ professionalism and confidence through training), rather than constantly exert time pressure. Due to lack of motivation to participate in innovation activities, team members have the lowest creativity when team creativity is weak and time pressure is low. At this time, if the manager has no urgent task, he should propose to the upper leadership. At this time, the most important task is to improve the team’s innovative ability.

4. CONCLUDING REMARKS

In a word, time pressure can promote the creativity of team members. At the same time, it can hinder their creativity. Therefore, appropriate and effective time leadership can reduce the pressure of time pressure on team members’ creativity. At the same time, enhance the creativity of members. Therefore, managers should help team members to set a clear time frame, coordinate their work, allocate time resources reasonably and manage time effectively, which can significantly reduce the hindrance of time pressure on creativity, thus ensuring the continuous innovation of team members.

REFERENCE

The Effects of Abusive Supervision on Employee Work Engagement

Ye Yang
Department of Management, Shanghai University, Shanghai, 200444, China
E-mail: 443917244@qq.com

Abstract: With the development of economic globalization, employee engagement has become the focus of domestic and foreign scholars. This topic will start with the way of management to explore how abusive management has an internal impact on employees’ work engagement. Finally, the conclusion is drawn that abusive management has a negative impact on employees’ work engagement. Employees’ psychological capital plays a part of the intermediary effect, and employees’ positive personality characteristics play a regulatory role.

Keywords: abusive supervision; psychological capital; work engagement; proactive personality

1. INTRODUCTION
With the advent of transformational leadership, inclusive leadership, charismatic leadership and other positive leadership behaviors, a large number of scholars have paid attention to them. However, the reality is that the “negative leadership behavior” still exists in the organization will also have a profound impact on employees’ attitudes and behaviors, such as abusive management. Therefore, we should pay attention to the “improper leadership behavior” of leaders and form a new perspective for the theoretical research of leadership behavior [1].

Nowadays, as one of the most important resources in the market competition, human resources have become the key for enterprises to gain advantages, and employee engagement has become the focus of domestic and foreign scholars. Whether an employee engages in his or her work is of great significance and influence to himself or her organization. Therefore, in-depth study of employee engagement has attracted great attention of scholars. Current research results pay more attention to the impact of positive leadership behavior on employee engagement, and less to negative leadership behavior [2,3].

To sum up, this paper takes psychological capital as an intermediary variable, employee’s positive personality characteristics as a regulation, and combines previous studies to explore the relationship between abuse management and work engagement, with a view to further revealing the “black box” of abuse management’s impact on employee work engagement [4,5].

2. THEORETICAL FRAMEWORK AND HYPOTHESES
2.1. Abuse Management and Work Input

As a kind of non-positive leadership behavior, abusive management, also known as “cold workplace violence”, is a common phenomenon of leadership behavior. Therefore, the study of abusive management has also attracted the attention of academia. When managers adopt abusive management behavior to subordinates, including public ridicule, criticism and so on, it will have a negative impact on subordinates’ psychological state and behavior. It will make subordinates feel psychological pain, helplessness and emotional exhaustion, and also lead to the reduction of self-efficacy and job satisfaction [6-8]. Studies have shown that abusive management also has spillover effects, which have a negative impact on employees’ social interaction and life outside of work. Therefore, abusive management has a negative impact on employees’ individual, organizational or team relationships [7-9]. According to Social Exchange Theory, the relationship between abusive management and employee engagement can also be understood as social exchange between employees and their leaders. In the workplace, positive leadership behavior will have a positive impact on subordinates’ work attitude and performance, while abusive management, as a negative leadership behavior, will cause subordinates to produce workplace deviation behavior [10,11]. In the process of working, subordinates will vent the negative emotions generated by abusive behavior from their superiors to their peers, even to their superiors. Therefore, we infer that when managers adopt abusive management, subordinates’ psychology and behavior will be negatively affected. To sum up, we propose hypotheses [12,13].

Proposition 1: Abuse management has a significant negative impact on employees’ work engagement behavior [14,15].

2.2. The Mediating Role of Psychological Capital
Luthans et al. defined psychological capital as an individual general and positive core psychological factor, which includes four positive psychological abilities: self-efficacy, hope, optimism and resilience. Psychological capital contributes to the spontaneous growth of individuals, which can further promote the development of organizations. As an intrinsic positive psychological resource, psychological capital affects individual’s subjective feelings about work. Theory and research also show that psychological capital is closely related to the individual’s behavior at work, such as employee absence rate, turnover rate, job...
satisfaction and organizational citizenship behavior, which are related to individual and organizational positive performance. Department [16-18].

From the perspective of social exchange theory, when employees are abused by their supervisors, they will not only create a sense of distrust, reduce the level of affiliation to the organization and affect their job satisfaction, but also make their subordinates have negative attitudes and behaviors towards work. In addition, according to the theory of resource preservation, when employees are in abusive management environment, the scarce resources of psychological capital owned by employees will be threatened. In order to alleviate this external pressure, employees will reduce the working time and the degree of work effort and other resources to balance their psychological feelings. To sum up, we propose hypotheses.

Proposition 2: Psychological capital plays an intermediary role in the influence of abusive management on Job Engagement

2.3. Regulatory Role of Proactive Personality

As positive psychology is widely recognized, scholars have gradually begun to study the positive aspects of personality, such as hope, optimism, happiness and so on. According to Xu Ying’s research in 2013, besides knowledge, skills and abilities, personality factors also have a certain impact on work. Individual personality traits have an impact on work engagement. In Big Five personality theory, emotional stability, extroversion and sensitivity also have a close relationship with high work engagement. The results show that employees’ positive personality traits can also positively moderate the mediating effect between humble leadership and psychological safety. Therefore, we propose hypotheses.

Proposition 3: Individual positive personality traits play a moderating role in the relationship between psychological capital and work input.

3. DISCUSSION

3.1. Conclusions

According to the theory of social exchange and resource preservation, as well as the existing research, the conclusions of this paper are as follows:

Firstly, abusive management negatively affects employees’ work engagement. Abuse management is a negative management behavior in organizational work, which has a negative impact on employees, so it can reduce employees’ work engagement.

Secondly, psychological capital plays an intermediary role between abusive management and employee engagement. Although abuse management can bring about negative effects, the psychological capital (self-efficiency, optimism, hope and tenacity) of employees can help them reduce the impact of abuse management, thus maintaining and improving work engagement.

Thirdly, employees’ positive personality characteristics regulate the relationship between employees’ psychological capital and work input. Employees’ positive personality characteristics are the stable tendency of maintaining personal initiative in their work. Employees with positive personality characteristics can generally show positive behavior in different situations, and can help individuals adopt effective methods to better deal with the various pressures encountered, thereby enhancing the relationship between employee psychological capital and work engagement.

3.2. Implications

Firstly, theoretical contribution: Although there are many studies on job engagement, there are few studies on employee job engagement from the perspective of abusive management. This paper explores the intrinsic mechanism of abuse management on employees’ work engagement, enriches the intrinsic mechanism of abuse management on employees’ work engagement results, and enriches the related theory of abuse management.

Second, practical significance: In China, whether in production, business or management, work efficiency has become a key factor to measure whether an enterprise has development and vitality. Therefore, the degree of work engagement of employees is extremely important. Higher work engagement can bring higher work efficiency, better work performance and stable and sustainable development power for the organization.

4. LIMITATIONS AND FUTURE RESEARCH

This study puts forward a research hypothesis, which can be used for empirical analysis to enrich the relevant research on employee engagement. In addition, future research can explore other mediating variables and boundary conditions of abuse management.

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The Effects of Workplace Incivility on Proactive Behavior: Based on the Perspective of Affective Events Theory

Yena Wang
School of Management, Shanghai University, Shanghai, China
E-mail: 463464021@qq.com

Abstract: Although many scholars pay attention to the influence mechanism of employee proactive behavior, most of them focus on positive antecedent variables. Therefore, based on affective events theory, we explored the internal mechanism of workplace incivility on proactive behavior. Finally, it is concluded that workplace incivility negatively affects proactive behavior, negative emotion plays a part of the mediating role, and workload plays a moderating role.

Keywords: workplace incivility; proactive behavior; negative emotion; workload

1. INTRODUCTION

The high workload and fast pace of modern work increase the physical and mental stress of employees, and at the same time make employees more sensitive to the interpersonal interaction in the workplace [1]. Over the past decades, most studies have focused on exploring the positive impact of positive interpersonal interaction on employees and organizations. In the past two decades, negative interpersonal interactions in the workplace have become a new focus of research [2]. However, the intensity of most negative behaviors is relatively high. Once it happens, it is easy to be perceived by colleagues or managers. However, the intention of injuring of workplace incivility is vague and the intensity is relatively low, and it is very easy to be ignored by organizations. However, over time, it will also cause indelible harm to organizations [3]. Therefore, in recent years, workplace incivility has gradually attracted widespread attention from scholars and managers [4]. However, most of the studies focused on the study of workplace incivility on job performance, turnover intention, anti-productive behavior, and few studies explored employee autonomous behavior. Workplace incivility violates the principle of reciprocity between organizations and employees, and may have an impact on employee proactive behavior. Therefore, how the workplace incivility affects employee proactive behavior, and why it can affect employee proactive behavior has a unique significance, and it’s necessary for us to explore it deeply.

According to affective events theory, negative events in the workplace may lead to negative emotional experiences among employees, thereby reducing the behavior conducive to organizational development and increasing the behavior harmful to organizational development [5]. Negative emotion refers to the subjective experience of a person who is depressed and in an unpleasant situation, including all kinds of unpleasant emotional feelings such as sadness, anxiety and anger. Workplace incivility will increase the negative emotions and emotional reactions of employees, which will lead to the reduction of positive and proactive anticipated behavior. Therefore, we choose negative emotion as a mediating variable.

As for the study of the influence mechanism of workplace incivility, we cannot ignore the current situation of increasing work pressure in modern society. Even in the face of the same workplace negative events, employees under different work pressure may have different emotional reactions. Workload refers to the amount of work that an individual must complete within a given time. It is a pressure source based on work requirements, which reflects the work pressure of employees [6]. Therefore, we choose workload as a moderating variable [7].

2. THEORETICAL FRAMEWORK AND HYPOTHESES

2.1. Workplace Incivility

The study of workplace incivility can be traced back to the researches on the extra-role behaviors of organizational members. But most researches focused on the positive extra-role behaviors which are beneficial to the development of the organization, such as organizational citizenship behavior. Few studies focus on negative extra-role behavior of individuals in organizations Robinson & Bennett called on scholars to pay attention to the dark side of workplace employee extra-role behaviors in the process of research. Andersson & Pearson on the basis of previous studies, the first put forward the concept of workplace incivility, defined it as a low intensity, injury intention ambiguous workplace deviation behavior [8-10].

2.2. Workplace Incivility and Proactive Behavior

In recent years, in the study of organizational behavior, proactive behavior has become a new research hotspot and attracted wide attention of scholars. Proactive behavior refers to the predictable actions taken by employees to influence or change themselves or their working environment [11-13].
Studies have shown that workplace incivility is associated with employee behavior, especially anti-productive behavior. Specifically, workplace incivility can lead to more absenteeism among employees. In addition, workplace incivility is negatively correlated with job engagement, task performance and organizational citizenship behavior [14-16], and these results have positive relationship or conceptual overlap with employees proactive behavior. Therefore, we hypothesized that workplace incivility has a significant negative effect on employee proactive behavior. Therefore, the first research proposition of this paper was put forward:

Proposition 1: There is a negative correlation between workplace incivility and proactive behavior [17-20].

2.3. The Mediating Role of Negative Emotion

Emotions are the bridge between many work situations and events, employees’ attitudes and behaviors, and can affect the performance and long-term development of an organization put forward affective events theory (AET), which reveals the mechanism of employee emotion in the workplace through the complete chain of “work event - emotional reaction - attitude - behavior”. According to AET, negative events in the workplace are likely to cause negative emotions among employees and the frequent occurrence and long-term accumulation of negative emotions will lead to the decline of employees’ job satisfaction.

Workplace incivility is a negative event that occurs in the workplace. Once the acts of the implementers of workplace incivility are perceived by the victims, they will perceive interpersonal injustice or negative emotions, while releasing negative emotions may reduce employee organization identification and the beneficial behavior to the organization and the employee proactive behavior is the behavior that is beneficial to the development of the organization. Moreover, as one of the characteristics of workplace incivility, ambiguous harm intention of the perpetrator may lead to the victim suffering from workplace incivility, which will consume more time and energy and other resources of the victim to think and judge, and increase pressure and negative emotions. The continuous generation and accumulation of negative emotion will lead to the behavior of employees out of control, making employees lose initiative. Therefore, individuals who suffer from workplace incivility will cause negative emotions and thus reduce proactive behavior. Therefore, the second research proposition of this paper was put forward:

Proposition 2: Negative emotion plays a mediating role between workplace incivility and proactive behavior.

2.4. The Moderating Role of Workload

The relationship between workplace incivility and negative emotion may also vary in intensity for employees with different workloads. Caplan & Jones [4] believed that workload is the amount of work that an individual must complete in a given time. Some studies suggested that workload is a stress source based on job requirements and may also lead to employee emotional exhaustion. Research showed that previous studies mostly consider the adverse consequences of workload, but rarely involve the impact on interpersonal relationships. For employees with lower workload, they may ease their negative emotions due to low external pressure. Therefore, we hypothesized that workplace incivility may have less impact on the negative emotion of employees with lower workload, but it can significantly affect the negative emotions of employees with higher workload. Therefore, the third research proposition of this paper was put forward:

Proposition 3: Workload has a significant moderating effect on the relationship between workplace incivility and negative emotion, that is, for employees with high workload, the relationship between workplace incivility and negative emotion is stronger, and vice versa is weaker.

3. DISCUSSION

3.1. Conclusions

Based on AET and the existing research results, the expected results of this study mainly include the following three aspects:

Firstly, there is a negative correlation between workplace incivility and employee proactive behavior. Workplace incivility is a negative event in the workplace, which has a certain negative impact on employees, so it can reduce employee proactive behavior.

Secondly, negative emotion plays a mediating role between workplace incivility and proactive behavior. Some actions made by workplace incivility implementers can lead to negative emotions among employees, while negative emotions may reduce employee organization identification and the beneficial behaviors to the organization, thus reducing their proactive behavior.

Thirdly, workload plays a moderating role between workplace incivility and negative emotion. Workload is a kind of pressure source based on work requirements. Greater pressure will make employees more sensitive, so it will enhance the relationship between workplace incivility and negative emotion.

3.2. Implications

3.2.1. Theoretical implications

Previous studies on the antecedents of proactive behavior mainly focus on demographic variables, personality traits or different leadership styles. Few studies have focused on the proactive behavior of employees in workplace incivility, and less on the related mechanisms. Based on the perspective of AET, this study explored the intrinsic mechanism of the impact of workplace incivility on employee proactive behavior, enriching the relevant research on proactive behavior.

3.2.2. Practical implications
On the one hand, workplace incivility is widespread. Porath & Pearson estimated that 98% of employees have experienced workplace incivility, of which 50% have experienced it at least once a week. However, at this stage, managers are lack of attention to the workplace incivility. On the other hand, employees with proactive behavior can bring more benefits to enterprises, such as higher performance and stronger sense of organization identification.

3.3. Limitations and Future Research
Based on AET, this study proposed a research supposition, which can be used for empirical analysis to enrich the related research on proactive behavior. In addition, future research can explore other mediating variables and boundary conditions of workplace incivility on proactive behavior.

REFERENCES
Thoughts on “Going Out” of Chinese Agricultural Enterprises

Juan Xia*, Xiaorui He
School of Shanghai University, Shanghai, 200444, China
*E-mail: 910023542@qq.com

Abstract: This paper summarizes four major negative international voices that Chinese agricultural enterprises are facing when they go out: resource predator, environment destroyer, competition disorder disruptor and potential food crisis producer. These public opinions promote host countries to formulate policies to restrict foreign investment, or lead to Chinese agricultural enterprises’ overseas projects being resisted by local society. To this end, Chinese enterprises should formulate investment plans, follow the laws and customs of the host country, actively assume social responsibility, timely disclosure of information, and eliminate rumors or misunderstandings. The Chinese government should strengthen diplomatic means, enhance political mutual trust, provide guidance for enterprises in agricultural investment, supervise overseas investment and maintain the overseas image of Chinese enterprises.

Keywords: Chinese agricultural enterprises; going out; international negative public opinion; strategy

1. INTRODUCTION

China’s agriculture “going out” is a national strategy. While ensuring its own food security and serving the overall development of the country, it also helps to improve the agricultural productivity of developing countries and release the potential of global food production. However, Chinese agricultural enterprises are often criticized by foreign media as “land grabbers”, “resource grabbers” or “neocolonial forces”, and China’s role is exaggerated or distorted. This has put unfavorable pressure on some countries with intentions to cooperate with China, and has affected the process of “going out” of Chinese agricultural enterprises to a certain extent in the Figure 1.

2. ANALYSIS OF INTERNATIONAL NEGATIVE PUBLIC OPINION FACING CHINESE AGRICULTURAL ENTERPRISES “GOING OUT”

2.1. Resource Predators

Firstly, the concentration of land investment in China may lead to a serious threat to the independence and territorial integrity of the host country, and trigger the panic of the host country about the implementation of neo-colonialism and agricultural imperialism in China. Secondly, the resources are “occupied but not used”, and the contracted projects have not been operated for a long time, which makes the host country’s resources idle or wasted. Finally, the profit-seeking use of resources makes the investment behavior of enterprises much criticized. Most overseas land investment projects in China focus on non-food crops. On the one hand, agricultural investment involves high cost, long-term planning and high risk. The returns are much later, which leads to companies more inclined to grow non-food crops to achieve relatively high economic profits. On the other hand, in terms of risk, compared with economic crops, grain exports are vulnerable to restrictions, especially in the event of a food crisis. China’s agricultural demonstration center project in Zimbabwe is difficult to carry out, because the country implements the policy of unified grain sales and purchase, grain can only be sold to the grain sales bureau, and the purchase price is very low [1].

2.2. Environmental Destroyers

The uncertainty of investors and the competition for land and water resources caused by the lack of control in the host country may cause enormous environmental problems. The Chinese government and enterprises tend to focus on improving the level of grain production, ignoring environmental costs, land use, governance and distribution of grain production. The latter is one of the major challenges facing global food security and the source of civil society groups’ more cautious attitude towards foreign-funded enterprises. The speculative nature of enterprises sometimes leads to over-exploitation of resources, such as planting single cash crop on a large scale in order to obtain high profits, which will destroy the biodiversity of farmland and lead to the depletion of land reserve resources, or adopting extensive production mode, using a large number of agricultural inputs to increase unit yield, overusing chemical fertilizers and pesticides, etc. Forest 500, an

Figure 1. Number of overseas agricultural enterprises in China, 2006-2016
3.1. Making Investment Plan and Changing Opinions

With international negative public blaming China for the 2011 country domestic food supply will increase, such as the host increase the total food supply, this does not mean that cultural differences has aroused criticism in the West establishment of Chinese life and work circles to replace integration into local society. This neglect of cultural differences has aroused criticism in the West [3].

2.4. Potential Food Crisis Producers

Investment enterprises are usually reluctant to assume social responsibility, produce and export more speculative cash crops, while ignoring the food crops needed by local people. Solving the problem of rations requires a large import. For most poor countries in Africa, international food prices are unbearable, which buries the hidden danger of the food crisis. In addition, even if investment will increase the total food supply, this does not mean that domestic food supply will increase, such as the host country’s food export investor or third country. Finally, if international investment projects expropriate land and water resources at the expense of small-scale domestic farmers, or foreign investment boosts land value, the food problem will intensify. Inspired by Western public opinion, there was a voice in Africa accusing China of “enclosing land” and blaming China for the 2011 “Horn of Africa” famine. This has become a new challenge for China to invest in African agriculture [4].

3. STRATEGIES TO PROMOTE CHINA’S AGRICULTURAL “GOING OUT” AND DEAL WITH INTERNATIONAL NEGATIVE PUBLIC OPINIONS

3.1. Making Investment Plan and Changing Investment Mode

Enterprises formulate systematic and comprehensive project investment plans before investing in foreign projects, and advance the project process according to the plans. For the voice of “land plunder” caused by “land grabbing” overseas, Chinese agricultural enterprises can adjust the way of “going out” to exchange ownership for legitimacy and share ownership with local enterprises with higher legitimacy in the host country, thus transferring the legitimacy of partners to their own business. In addition, enterprises can choose a decentralized agricultural investment strategy, which will focus on land investment to fisheries, agricultural science and technology and other all-round investment, and will focus on a country’s investment to a broader country.

3.2. Respect the Rules of Transaction and Abide by the Law and Customs

In countries with weak corruption governance, Chinese enterprises are accustomed to participating in local competition through bribery, which makes the host country make negative social judgments on China’s investment behavior and seriously damages the image of Chinese enterprises and China. Agricultural enterprises in China should actively adapt to the concept of “commercial commerce” in the international community, and establish a law-abiding image for the market, customers, local staff and government on the principle of honest operation and fair competition. Secondly, by improving the quality of employees to avoid the occurrence of illegal and bad behavior. In addition, state-owned enterprises should adhere to the principle of competition neutrality to engage in business transactions, and actively and orderly integrate into the local market and environment.

4. UNDERTAKING SOCIAL RESPONSIBILITY AND CONSIDERING SOCIAL BENEFITS

Under the advocacy of the concept of sustainable development, enterprises that only pursue profits but ignore environmental problems are often pushed to the forefront of the wind. Chinese enterprises should respect the food demand of the host country, pay attention to local hunger, take into account economic benefits and natural conditions such as soil and climate to decide whether to grow food crops or cash crops. In addition, we actively participate in various public welfare activities organized by the Chamber of Commerce, associations and NGOs of the host country to help solve the poverty, education, medical and other livelihood problems of the local population, and guide public opinion with facts and actions.

5. DISCLOSING INVESTMENT INFORMATION AND ELIMINATING MISUNDERSTANDING OF PUBLIC OPINION

Overseas investment by Chinese agricultural enterprises is still in its infancy, and most of them lack experience in dealing with local communities and media. At the same time, the transparency of Chinese enterprises is not high, and information asymmetry makes it difficult for local society to understand the investment motivation and development ideas of Chinese enterprises, which leads to misunderstanding of the good intentions of the international community to go out of China’s agriculture. Therefore, enterprises can create a good image of enterprises and improve their relations with local governments and people by issuing social responsibility reports, stating the positive contributions of Chinese enterprises’ investment in improving local agricultural technology, promoting employment, increasing government tax revenue and developing charities.
5.1. Increasing Intergovernmental Coordination and Enhancing Political Mutual Trust
Friendly diplomatic activities can help to reduce bilateral political distance and may bring a friendly investment environment for multinational enterprises. Therefore, the Chinese government can strengthen diplomatic services, incorporate agriculture “going out” into the framework of bilateral or multilateral economic and trade negotiations, promote the establishment of agricultural cooperation promotion mechanism and enhance political mutual trust. In addition, it can amend the behavior of the host country’s political leaders to supervise and regulate Chinese investors, reduce prejudice and increase political legitimacy for Overseas Agricultural development.

5.2. Promulgate Guidance on Agricultural Investment to Reduce Investment Risks and Resistance
Chinese agricultural enterprises usually do not know enough about international investment criteria, are not familiar with the host state-owned business environment, and pay insufficient attention to the institutional and cultural differences between the two countries, thus increasing the decision-making risk of overseas investment. Therefore, at the national level, a series of measures, such as issuing guidance letters on agricultural investment from various countries, guiding and supporting agricultural enterprises to invest in the agricultural products needed by the host country, encouraging enterprises to participate in the construction and operation of national agricultural demonstration centers for foreign aid, are helpful to reduce investment resistance and create a friendly corporate image.

5.3. Supervise the Overseas Investment Behavior of Enterprises and Establish Relevant Performance Support
Agricultural enterprises in China are under pressure to align with national interests and government policy objectives, including searching for overseas agricultural resources and maintaining China’s image. Therefore, it is particularly important for the government to guide and supervise responsible overseas agricultural investment actions. Under the pressure of the government, while implementing the national global agricultural strategy, Chinese investors should undertake corporate social responsibility in the host country and consciously carry out investment to minimize negative spillover effects, such as protecting the local environment and promoting food security in local communities. In addition, it will provide more funds and talents to Chinese agricultural enterprises which are well operated overseas.

REFERENCE
Development Status and Suggestions of Academic Journals’ WeChat Public Account

Xinxing Wu
Editorial Department of Transportaion of Science & Engineering, Journal of Wuhan University of Technology, Wuhan 430063, China
E-mail: 2373751844@qq.com

Abstract: In the new media era, the information dissemination of WeChat public platform has played an increasingly important role in people’s lives. The article takes Hubei University’s self-college journals as the research object, and summarizes the current academic journals in the construction of WeChat platform. At the same time, it analyzes the reasons for the existence of these problems and puts forward development suggestions, in order to provide reference for the further development of the WeChat public account of the colleges and universities in Hubei Province.

Keywords: new media; WeChat public account; academic journals in colleges and universities; operations

1. INTRODUCTION
In the new media era, the reading habits of academic researchers have gradually undergone fundamental changes, from the reading of paper journals in the 20th century to the reading of PDF electronic editions in the late 20th and early 21st centuries. Now people prefer to read online. Fragmented reading anytime and anywhere makes academic results spread faster and faster, and reading methods are more and more convenient [1].

WeChat, as the most outstanding mobile platform software, plays an irreplaceable role in the Chinese public’s lifestyle. It is not only a tool for people to communicate, but also a platform for connecting various lifestyles [2]. As a new media, WeChat public account has the characteristics of rapid dissemination, wide reading range, effective use of fragmentation time to disseminate information; flexible user interaction, sustainable communication effect; rich content and precise target of transmission [3,4]. In recent years, many scientific journals have seized the opportunity to use the WeChat public account to seek the new media fusion path [5].

Compared with professional journals, the coverage of university journals is too broad, it’s not enough to appeal the readers and authors [6]. In view of the fact that the use of WeChat public account may play an unexpected role in promoting the academic influence of the college natural science journals, more and more journals are trying to do this [7,8]. This paper investigates the operation of the WeChat public account of Wuhan University Journal, in order to summarize the effective ways of the operation of the WeChat public account of the journals, to better serve the author and readers, and effectively expand the influence of the journal.

2. STATUS OF WECHAT PUBLIC ACCOUNT IN COLLEGES AND UNIVERSITIES
Select the “Journal of Wuhan University (Natural Science Edition)”, “Journal of Wuhan University (Engineering Edition)”, “Journal of Wuhan University (Geomatic and Information Science Edition)”, “Journal of Wuhan University (Medical Edition)” and “International Journal of Social Sciences in Universities” as the research object, statistics on its opening time, frequency of posting, menu settings and other related information (see Table 1).

Table 1. Basic information of 5 kinds of WeChat public account of Journal of Wuhan University

<table>
<thead>
<tr>
<th>Title</th>
<th>Opening time</th>
<th>All news</th>
<th>Menu Settings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of Wuhan University (Engineering Edition)</td>
<td>2015-10-12</td>
<td>No history news</td>
<td>1. Online office ( reviewer, author contribution, editorial center); 2. The journal content (summary view, back publication, paper template); 3. About us (journal introduction, contact us, submission guide, journal official website)</td>
</tr>
<tr>
<td>Journal of Wuhan University (Geomatic and Information Science Edition)</td>
<td>2015-05-26</td>
<td>Frequently</td>
<td>1. Information service (introduction to journals, contact us, special submissions, submission templates, submissions must be read); 2. Manuscripts (account switching, author review, expert review) 3. Online publications (push catalog, current catalog, recommended articles), paper search, review of the magazine)</td>
</tr>
</tbody>
</table>
The operation of WeChat public account is a long-term and continuous work, which requires special personnel. The shortage of personnel should be the main reason why many editorial departments have not opened the public account.

It can be seen from Table 1 that the WeChat public accounts of the Journal of Wuhan University (Engineering Edition) has no historical news, and there is no frequency of posting. Only the Journal of Wuhan University (Geomatic and Information Science Edition) has a high frequency of publication. The frequency of message posting is an important indicator of the activity of a public account. The public number should maintain a stable frequency of pushes, especially for academic journals, and it is especially important to cultivate regular reading habits. A public number with a low frequency of posting is easily overwhelmed, resulting in a low display.

The menu setting of WeChat public account reflects its function. Among them, “Wuhan University Journal (Natural Science Edition)” and “Wuhan University Journal (Medical Edition)” WeChat public number only designed a first-level menu, and the other three journals all designed secondary menus, which made the public number more functional. Most journal’s WeChat public number is pushed in a single way, journal catalogues, current article recommendation and editorial department dynamics, etc. There are few industry dynamics, humanities, science and other content. This directly affects the readability and communication power of the tweet, so that the user’s attention cannot be greatly improved. The academic papers are known as “monotonous and boring”. Usually, the academic papers are directly copied to the WeChat public platform, lacking necessary editing and processing, which may reduce the number of original users.

3. SUGGESTIONS FOR THE DEVELOPMENT OF WECHAT PUBLIC NUMBER IN COLLEGES AND UNIVERSITIES

3.1. Develop Editor’s Capabilities of New Media Operation
The key to the integration of academic journals and new media is talent, and the number of the editor who understand professional knowledge and are proficient in new media technologies is very few. Editors of sci-tech periodicals not only need basic editing and publishing capabilities, professional academic reading ability, but also can use new media technologies to conduct new media planning, editing and processing and integrated marketing suitable for network communication. In the daily work, the editor needs to focus on the secondary processing of academic papers from the perspective of WeChat users’ needs, and guide the integration of academic journals and new media. Editors need to re-process the title and content of academic papers, making the layout of WeChat articles more attractive to users. The short refinement of the article is more suitable for fragmented reading. Therefore, on the one hand, we should start from the existing editors of the journals, create opportunities for learning new media technologies, cultivate their Internet thinking, on the other hand, we can introduce new media talents and enrich the editorial team.

3.2. Expand the Menu Function and Enhance the Service Awareness.
WeChat public platform provides a powerful custom menu function, changing the menu settings according to user needs, which not only provides users with great convenience, but also helps to obtain continuous attention of users, and reduces the workload of editors. For example, when the user wants to consult, he can input keywords, and the user will immediately receive the relevant information pushed by the platform in advance to avoid repeated answers. Open the user comment function on the WeChat public platform, respond to users’ suggestions and opinions in a timely and effective manner, and build a good platform for communication with users. This can improve user participation and enthusiasm and establish a good journal image.

3.3. Push High Quality Content According to Its Own Positioning
University journal WeChat public account should integrate its own resources when pushing content, and choose to select high-quality content for pushing. The content of relatively professional and boring sci-tech periodicals is not suitable for copying to the WeChat public account. Therefore, the content should be edited and processed to extract the most valuable key points in the content, and use the tables, forms, and related data extensions to enrich the content. Forming personalized, differentiated, fragmented content to suit for WeChat users to read. In order to ensure the academic and professional nature of the paper, the reader can also provide the original link of the extended reading in the push, and enhance the influence of the journal.

4. CONCLUSION
In the new media era, people’s access to knowledge is
fast and convenient. In order to meet the needs of the development of the times, it is recommended that university journals with qualified conditions should open the WeChat public account as soon as possible. Cultivate editorial new media operation capabilities, expand menu functions, enhance service awareness and push high-quality content according to their own positioning, and make full use of WeChat public platform to promote the development of journals.

REFERENCES
Abstract: In view of the group psychological stress reaction that may occur in the process of carrying out major tasks, this paper puts forward a series of psychological protective measures in action through a series of analysis, which can help the participants to alleviate the adverse stress reaction in the course of action, maintain a good psychological state and prepare for the smooth realization of the task.

Keywords: psychological stress; psychological protection; implementing major tasks; strategies

1. INTRODUCTION
Implementing major tasks refers to the large-scale military emergency response activities in peacetime in response to emergencies, serious natural disasters, serious threats to social security and other major incidents.

A few officers and soldiers who participated in the implementation of major tasks mainly had psychological stress reactions, such as anxiety, terror, depression, insomnia, restlessness, boredom, self-blame, self-pity and helplessness. Cognitive stress reactions, behavioral stress reactions and physiological stress reactions occurred. Serious officers and soldiers may have psychological stress disorders [1,2].

2. PSYCHOLOGICAL STRESS RESPONSE
The psychological element chart is shown in the following Figure 1.

Figure 1. Psychological element chart

2.1. Anxiety
Anxiety is a kind of psychological stress reaction without objective object and specific content. It is manifested by feeling uncomfortable, accompanied by palpitation, chest tightness or breathing difficulties, excessive ventilation, extreme excitement [3], hand-to-foot chaos, superfluous movements, changes in face and voice, confusion of thought, incoherence of speech, lack of integrity and logic, inability to answer questions, insomnia, lack of appetite and frequent urination. Serious people may suffer from anxiety symptoms, which are characterized by tension and terror [4]. The feeling of catastrophe was so imminent that he was restless and sighing [5].

2.2. Terror
Terror is a kind of fear when facing danger or imagining danger. It is a strong and repressive psychological stress response. Terrorist psychology has infectious characteristics. It can be quickly transmitted and spread to the surrounding areas through the expression, language and behavior of the terrorists. In serious cases, it can trigger group terror by individual terror. Mainly manifested as cold hands and feet or numbness, thinking blank, lack of concentration, accompanied by shortness of breath, rapid pulse, dry mouth, fear to the extreme when they do not know where they are, sometimes fatigue and weakness, inability to care, slow reaction, clumsiness, usually mastered weapons and equipment cannot be operated at critical moments.

2.3. Stress
Stress refers to a kind of psychological stress reaction of officers and soldiers caused by danger and accidents at any time in the course of carrying out tasks. Tension has both positive and negative effects on officers and soldiers. Moderate tension can fully mobilize the energy of officers and soldiers, give full play to their maximum potential and make their combat behavior more active. When tension exceeds the effective psychological limit, it will lead to mental disorders, which are characterized by shallow and fast breathing, sweating, trembling, accompanied by muscle tension, temporary loss of previously skilled skills, lack of confidence in completing tasks, and more mistakes in action.

2.4. Depressive
Depressive refers to a kind of psychological stress reaction of officers and soldiers who suffer setbacks in the course of carrying out tasks and are bored.
manifestations are self-blame, depression, slow action, reduced language, depression and negative world-weariness. In serious cases, there may be persistent lack of appetite, significant weight loss, and even suicidal thoughts. For example, the incident of soldiers bombing their own barracks with hand grenades during the Iraq war is a kind of extreme psychology triggered by this high degree of depression.

2.5. Fatigue
Fatigue refers to the psychological stress reaction of officers and soldiers who suffer from mental distress and depression after long or high intensity stimulation in cruel environment. In the implementation of major tasks, officers and soldiers are often in a state of psychological stress, the body and mental energy consumption is too large, prone to mental fatigue, thus slow response, memory loss, inattention, work efficiency decline and so on.

3. CAUSES OF PSYCHOLOGICAL STRESS RESPONSE

3.1. Task (Operational) Factors
When officers and soldiers deal with emergencies, the degree of difficulty, duration and casualties of tasks (operations) can cause negative psychological stress response.

3.2. Environmental Factors
Under difficult and dangerous conditions, officers and soldiers are prone to abnormalities in behavior, emotion and cognition due to the influence of social conditions, weather, geography and other environmental factors, which can trigger negative psychological stress response.

3.3. Morale Factors
High morale and strong cohesion of troops can effectively enhance the psychological protection effect of officers and soldiers. On the contrary, it is easy to cause mental distraction and low morale, leading to negative psychological stress reaction of individual officers and soldiers. During the war in Iraq, the American soldiers were affected by the anti-war sentiment of the domestic people, and they generally suffered from war-weariness. The incidence of psychological barriers was high.

3.4. Somatic Factors
There are great differences in personality, age, educational background and experience between officers and soldiers. For example, personality can be divided into strong type, emotional depression type and intermediate type. Under the same environment, the probability of negative psychological stress reaction of officers and soldiers with three personalities is different. In experience, the lack of combat experience, inadequate ideological preparation, and the first encounter of death are prone to induce negative psychological stress response.

4. COUNTERMEASURES

4.1. Attention Transfer Method
By shifting the attention of officers and soldiers, we can overcome the excessive tension caused by excessive concentration of attention. The sudden occurrence of major tasks makes most officers and soldiers concentrate their attention on the action scenarios. All kinds of cruel and unexpected scenarios are full of officers and soldiers’ brains, which can easily lead to tension and terror. Specific methods of attention transfer are as follows: first, consciously participating in some cultural and sports activities, such as singing competitions, poetry recitations, concerts, etc., to divert their attention and eliminate tension; second, consciously participating in some activities, such as renovating camps, beautifying the environment, maintaining weapons, business trips, etc., so that they can transfer themselves from the imagination of the cruel environment to real life. Thirdly, we should transfer humor appropriately and listen to more healthy, funny and humorous jokes so as to relieve psychological pressure and overcome tension and terror in laughter.

4.2. Meaning Search
By strengthening the confidence of officers and soldiers, we can restrain and overcome the negative psychological stress reaction. Psychologist Frank believes that human beings are a whole created by the interaction of physiological, psychological and spiritual needs. The satisfaction of physiological needs enables people to survive, the satisfaction of psychological needs makes people happy, and the satisfaction of spiritual needs makes people valuable. Therefore, we must attach importance to encouraging the confidence of the officers and soldiers, and take increasing the confidence of victory as the main measure to stabilize the army and to stimulate morale. One is to see more letters of condolence or condolences sent from the rear, to experience the pride and glory of being a soldier, to motivate oneself with the care and support of the people and to establish a strong sense of rewarding the people with victory; the other is to read more briefings on the situation of war and use the victory news of our army to inspire the morale of officers and soldiers; and the third is to actively learn from heroes, inspire fighting spirit and enhance confidence in victory.

4.3. Suggestion Induction
Psychological problems are often accompanied by emotional reactions. Emotional reactions arise from the understanding of the subject, which regulates emotional reactions and behaviors by changing the subject's cognition. Self-suggestion is to give some instructions to oneself through self-comfort, self-explanation and self-restraint, so as to remove psychological obstacles, alleviate psychological conflicts and control one's actions. For example, in the face of dangerous environment, we can meditate “calm down”, “insist again”, “I have excellent military technology, will defeat the enemy” and other words for self-suggestion, in order to play a role in
stabilizing their emotions and avoid psychological imbalance, disorder and uncontrolled behavior.

4.4. Drainage and Catharsis Method
The method of catharsis refers to the method of regulating mood and promoting physical and mental health by engaging in interesting activities. Such as reading, writing, painting, sculpture, sports, listening to music, singing, dancing, acting and labor and other activities. It is not only easy for officers and soldiers to accept, but also easy to operate. It can be widely used in the adjustment of psychological stress response and minor psychological obstacles. The essence of the adjustment method is to enrich the empty life with the process of activity and dispel the bad mood with the pleasure gained in the activity. Therefore, we should always seize the favorable opportunities and information in the activities to find problems, change wrong perceptions, adjust bad emotions, correct inadaptable behavior, and improve the self-confidence of officers and soldiers.

4.5. Physical and Mental Relaxation
Officers and soldiers in the state of hyperactivity in battle consume more than 8 times more calories than usual, and are prone to fatigue. Physiological fatigue often destroys people's psychological balance, leading to the occurrence of psychological disorders. Psychosomatic relaxation is an effective method to relieve and eliminate emotional disorders such as tension, depression, anxiety, terror, headache and insomnia. The methods include: (1) muscle relaxation, making use of the action gap, doing some simple relaxation movements, such as push-ups and gymnastics, to alleviate bad mood; (2) deep breathing relaxation, through deep breathing, makes breathing slow and deepen, reduces visceral pressure and relieves tension; (3) imagining relaxation, imagining a good life, recalling successful experiences, so as to make the heart happy and enhance its self-reliance.

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The Military Vocational Education System of US Army Officers and Its Main Methods

Xiaofeng Li*, Changfu Zhao
Ministry of Education and Training for Political Officers, Dalian Naval Academy, Dalian 116001, China
*E-mail: 50157080@qq.com

Abstract: The vocational education system for U.S. military officers consists of education for academic qualifications, post-holding education, daily study and education. The main methods are: to construct a scientific and rigid policy system based on laws and regulations; Using cooperation mechanism as a means to build a training system of joint efforts to educate people; Take cutting-edge technology as the starting point to build an accurate and efficient training mode; Take the personnel category as the guidance, construct the suitable post system. The study of military officers’ vocational education has certain reference significance for strengthening our military officers’ vocational education.

Keywords: the military vocational education system; US army officers; main practices

1. INTRODUCTION

The U.S. military believes that the education of officers should not only focus on training the professional knowledge and skills required by officers’ professional development, but also achieve the following objectives: to expand officers’ cognitive field of things, to cultivate the ability to analyze problems from multiple perspectives and critically, to enhance officers’ ability to logically reason and judge problems, and to stimulate officers’ innovative thinking [1,2]. At present, the U.S. military has established a more scientific and perfect vocational education system for military officers. The education system that runs through officers’ career includes officers’ professional military education and joint professional military education, involving growing cadets, officers in the service and joint officers [3]. From the type of education, it can be divided into academic education, post-service education and daily learning and education.

2. THE COMPOSITION OF THE U.S. MILITARY OFFICERS’ VOCATIONAL EDUCATION SYSTEM

2.1. Education for Academic Qualifications

The U.S. military attaches great importance to the education of military officers’ academic qualifications, which is regarded as the most critical and stable part of the knowledge structure of military officers and the foundation of post-service education. Therefore, the U.S. military strongly supports officers to pursue master’s and doctor’s degrees [4,5]. At present, the proportion of graduate students among US military officers exceeds 40%. In order to encourage officers to improve their academic qualifications, the U.S. military gives highly educated officers priority in promotion and material rewards [6]. In the process of retaining, appointing and promoting military officers, postgraduate qualifications have obvious promotion advantages over undergraduate qualifications. U.S. military scholars have studied the relationship between academic qualifications and promotion of U.S. army officers (mainly junior officers and school officers) in the past 20 years, and found that the promotion rate of undergraduates is 45%, that of postgraduates is above 70%, and that of some postgraduates with strong professional qualifications is as high as 88%. In addition, the higher the rank of officers, the higher the requirements of the U.S. military for individual academic qualifications, in order to encourage and retain more highly educated officers.

2.2. Post-Service Education

Post-service education is an education that enables officers to continuously receive education and training in the vocational education system and to continuously practice and hone, so as to improve their abilities and qualities. In the U.S. military officer vocational education system, post-service education and post-service are organically complementary systems. Before the second World War, the U.S. military formed a three-level system of vocational education for military officers. In 2000, the U.S. military adopted the contents suggested by the skelton Group to reform the military professional education policy for officers, further improving the framework of the military education system, defining the military professional education for officers as five levels of military education: pre-appointment education, primary vocational military education, secondary vocational military education, senior vocational military education and general-level military education, and systematically stipulating the objectives, contents and arrangements of the five levels of vocational education. The five levels of education institutions and key education directions are respectively: First, primary schools such as West Point Military Academy and Reserve Officers’ Training Corps, with emphasis on basic education; the second is the arms vocational school and the command and staff college, with emphasis on professional education for the services. The third is the four military service command and staff colleges...
and other senior colleges and joint forces command and staff colleges, focusing on professional education for senior military service. Fourth, four military academies and other higher-level institutions, as well as the National warfare college, the Armed Forces Institute of Technology, and the Joint Forces Staff College, will focus on joint military capability education. The fifth is the National Defense University, which focuses on the cultivation of strategic capabilities. Education at all levels is interrelated and rises step by step. U.S. military regulations stipulate that officers must receive appropriate vocational education at every level of promotion, without which they are not allowed to take up their posts. An army officer in the United States has been promoted from second lieutenant to general, and has received an average of more than 6 times of college training. The practice of vocational education exceeds 95 week, accounting for about one third of the whole service life. Post-service education focuses on the training of officers’ post-service ability, and the curriculum is mostly carried out around the situation of military wars and tasks. In this way, officers can receive the most appropriate education at the most appropriate time, laying the foundation for officers to enter the role as soon as possible and be competent for the job.

2.3. Daily Study and Education
U.S. military attaches great importance to officers’ daily study and education. Officers have strict education plans and adjust the supplementary education contents in time as the situation changes. The core content of the book “U.S. Military Officers”, a required textbook for U.S. military officers, is to standardize the political thought and professional moral education of officers. The education of officers mainly focuses on five aspects: the political concept with the American spirit as the core, professional moral education, leadership training, responsibility consciousness education and cooperation spirit cultivation. Each item has detailed and specific regulations, standards and implementation methods. The U.S. military also attaches great importance to training officers’ autonomous learning ability and builds a good software and hardware foundation for officers and soldiers by building a learning army. The U.S. military has proposed a learner-centered continuous and flexible learning model, tailored a set of learning plans for each officer, and established a learning resource sharing network platform. Officers can learn anytime and anywhere, and the military can provide the learning resources required by learners at all times. According to their own characteristics, various services and arms have also taken effective measures to further improve their learning results, such as distributed learning proposed by the army and customized learning proposed by the air force.

3. MAIN METHOD
3.1. Constructing a Scientific and Rigid Policy System Based on Laws and Regulations
The U.S. military attaches great importance to using laws and regulations to regulate the vocational education activities of military officers. The whole system of military vocational education laws and regulations includes not only the basic military laws passed and promulgated by Congress, but also the regulations and regulations with statutory nature promulgated by ministers of various military services. The contents cover all levels, all aspects and all fields. Every important matter will regulate the procedure and process in the form of laws and regulations. Detailed division of responsibilities, clear standards and requirements. The centralized selection system has become the center of the operation of its rule of law system. The centralized selection system refers to the system of appointing, developing, training or changing specialties for officers appointed by officers above captain and below Major General under the centralized selection committee under the Military Branch Department, which embodies the concept of building an integrated army in the United States Army. Centralized selection committees are non-permanent bodies, which are convened regularly every year. Each committee is responsible for the centralized selection of officers of a certain rank and a certain professional field. Its work is mainly based on clear instructions issued by the Ministry of Military Services. The directive specifies the specific contents of the centralized selection process, selection criteria, number of drafts and the composition of members. Centralized selection is conducted in the form of meetings. Before the meeting, two members reviewed the files of the selected officers in the commentary, including comprehensive performance records, periodic assessment reports, officer information cards and letters reflecting officers’ resumes. During the meeting, the committee listened to the briefing of the two members on the basic situation of officers, and voted on officers in multiple rounds on the basis of instructions issued by the Ministry of Military Services. The first round is the confidence vote. Each member can vote 100%, 75%, 50%, 25% and 0%. The general trust level of officers can be calculated from the vote of all the members by computer, and ranked from high to low. The second round is the primary ballot. The committee combines all the materials of the officers and the results of the confidence ballot, and votes to decide which of the highest scorers will be elected and which of the lowest scorers will be defeated. The Committee reviewed the materials for all officers who were between the elected and the defeated officers and repeated the two rounds of balloting until the final results were elected. Throughout the process, the composition and work of the Commission were kept confidential, and officers were explicitly prohibited from contacting members. The results of the committee’s primary election will be submitted to the Minister of military services, and
eventually approved by the Minister of national defense, and made public in the military network, journals and other channels. The centralized selection system not only retains the best officers with professional quality for the army, but also plays a very good guiding role in the self-development of officers. It can encourage officers to develop themselves against the standards, and make officers focus on improving their professional skills and knowledge.

3.2. Constructing the Training System of Joint Efforts to Educate People by Means of Cooperative Mechanism

The U.S. military attaches great importance to the extensive use of educational resources and advantages to train military personnel. For a long time, the U.S. military has gradually established a more mature cooperative education mechanism through national strength and its own mechanism, and has continuously consolidated and developed it through national laws, military policies and cooperative mechanisms. They include cooperation between military academies and military academies, military academies and combat forces, military academies and local universities, and joint education between the United States and other countries. They enrich military vocational training by means of commissioning, further education, hiring professors and visiting abroad. And the relevant combat forces, local scientific research institutes and other educational forces and educational environment, as well as the advantages of educational resources of cooperative countries, are incorporated into the training system of military personnel of the United States Army. The U.S. military has about 500 Reserve Officer Training Corps in local universities, with tens of thousands of trainees and more than 10,000 graduates each year. Postgraduates of serving US military officers are also mainly trained in local colleges and universities. In order to strengthen exchanges with allied forces and meet the requirements of allied joint operations, the U.S. military appoints a number of officers of different levels to study in allied military academies and research institutes every year, mainly studying foreign military conditions and foreign languages. At present, the main military academies that the U.S. Army has selected officers to study abroad include the Canadian Defense Academy, the Japan Defense Research Institute, the Royal Air Force Staff College, the Royal Defense Research Institute, the German Air Force Staff College and the French Air Force War College. British military academies maintain regular contacts with the army. They train technical and Commanding Personnel jointly with the army. The army sends people to the academy to study in the form of full-off and half-off production. They can complete their master’s degree in several years on a cumulative credit system. The German Army attaches great importance to the selection of trainees to study abroad. Almost all German pilots are trained in the United States. Most battalion commanders also study in Canada and other countries. This is the agreement of allies, but more importantly, to improve the training effect. Russian army has military departments in local colleges and universities. Military teaching and research departments in Russian local universities are an important part of Russian military vocational education. Every year, tens of thousands of officers are trained and studied in local universities.

3.3. Focusing on Cutting-edge Technology, Building a Precise and Efficient Training Model

By actively using modern information technology and emphasizing the overall planning, application promotion and research innovation of informatization construction in development work, the US Army has not only improved the efficiency and quality of certification and training of officers’ professional qualifications and vocational skills, but also promoted the sustainable development of related work. Emphasis should be placed on the use of information technology in management to improve the efficiency of the development of military officers’ professional quality. The U.S. Army has built a military human resources data management system consisting of the Defense Manpower Data Center under the Ministry of Defense, the manpower databases of various military services and many data management systems. Special posts (assistant deputy minister) are set up in the Ministry of Defense to supervise the design and collection of personnel data in the Defense Manpower Data Center, and to maintain the universality, consistency and standardization of the data management systems. It provides reliable technical support for the accurate management of military human resources. The data management system constructed by the U.S. Army includes personnel electronic record management system, photo management information system, personnel management system and other systems. The U.S. Army has also constructed information management systems such as distribution satisfaction adjustment system, interactive online response system, officer management personnel file system and so on for the assessment and evaluation of officers. The upload and acquisition of assessment data, audit and reading, evaluation records, communication and consultation, and feedback announcement are all carried out through the network. Through collecting and accumulating a large amount of data, using modern data mining technology to analyze the data, the U.S. Army can accurately grasp the status quo, historical rules and development trends of the military officers, realize the comprehensive prediction and planning function of military human resources, and develop personnel management, rational allocation, budget and other links for the professional quality of officers. The scientific decision-making provides data support. In addition, the U.S. military extensively adopts
high-tech means such as modeling and Simulation in the training process, carries out networked and simulated training exercises, and actively promotes long-distance network training in military vocational training, which can achieve greater training results with less time and material resources investment, and improve the comprehensive benefits of officer training. The mature technologies adopted by the US military in training mainly include virtual reality technology, interactive distributed simulation training system, Military game training software and network courses. Virtual reality technology can enable users to experience different training situations through computer, data helmet and other equipment, and can repeat the training cycle, which is conducive to reducing training costs and improving training effect. The interactive distributed simulation training system allows people in different locations to conduct simulation confrontation exercises on the same network. The process of the exercises can be recorded and checked and analyzed afterwards. It realizes the sharing of training resources and is conducive to promoting the development of officers’ joint combat literacy. Military games can simulate battle scenes better than traditional sand table games or equipment models, stimulate the enthusiasm and initiative of trainees, and the training effect is better. The U.S. military uses the Internet to create military vocational education curriculum, which solves the time, location and educational resources restrictions on officers, and meets the diverse educational needs of officers. At the same time, network distance education also promotes the sharing of educational resources, reduces the cost of repeated construction, and improves the cost-effectiveness ratio of military vocational education in the United States. Attention should be paid to strengthening the research and innovation of new technologies and promoting the sustainable development of officers’ professional qualifications and skills. The U.S. Defense Department launched cloud computing strategy and big data strategy in 2012, actively promoting the research, innovation and transformation of modern information technology applications. These new technologies are also applied to the development of officers’ professional qualifications and skills, which promotes the sustainable development of officers’ professional qualifications and skills. Cloud computing is an Internet-based computing method. It can provide convenient, dynamic, real-time, scalable, inexpensive and secure resources and services on the basis of building software and hardware resources and data information resource sharing pool. The combination of cloud computing and human resources management can promote the sharing and integration of human resources management information, reduce the cost of human resources management and improve the security of data management. The U.S. Army’s Big Data Research and Development Program aims to realize the exchange, integration and analysis of massive data, discover new knowledge and create new value through the development of Big Data Technology. Big data can promote the revolutionary change of military human resource management from “experience management” to “data management”, and realize the transformation of officer professional quality development from vague, inefficient, lagging to accurate, efficient and real-time. In addition, the U.S. Army has innovated military vocational education through the use of non-governmental network education technology, using the Massive Open Online Course (MOOC) for reference to carry out network interactive teaching and menu-based teaching, and combining education science with data analysis technology to track the learning process by analyzing learners’ data traces, so as to help teachers improve curriculum content. The quality and effect of military vocational skill training have been improved by adjusting the teaching plan.

3.4. Constructing a Suitable Appointment System with the Guidance of Personnel Categories

The classification criteria of foreign military officers are as follows: officers are divided into army, navy, air force officers and their respective officers; officers are classified into active and reserve officers, professional and non-professional officers, short-term and long-term officers; officers are classified into junior officers (Lieutenant to Captain) and intermediate officers in terms of rank.(Major to Colonel) and Senior Officer (Brigadier-General); Professionally distinguish officers from commanding officers and professional officers (Quartermaster, Engineering, Medical, Military Law, etc.). For better professional management, U.S. officers are divided into the Navy, Army, Air Force and Marine Corps. The Ministry of National Defense has a general classification method for the positions of officers of various military categories, which can be divided into nine types. Based on this, officers of different military categories and functions are subdivided according to the characteristics of military categories. At present, army officers are included in three professional fields, namely mobility, firepower and effectiveness, operational support and military support, which are subdivided into 43 military departments and functional areas; naval officers are divided into three categories, namely, non-restricted commanders, restricted commanders and professional officers, each of which can be divided into four categories: operational, technical, non-technical and staff officers. Domain, each professional field contains some specific categories. In order to enable officers to better compete and perform their duties in different posts, foreign forces have formulated perfect and detailed post qualification standards, set different skill requirements, access conditions and grade standards for different professional posts, and made specific provisions on the rank level, education level and post
experience required for officers in different professional posts. For example, in the appointment system of US Army officers, not only the ability and action of all army officers to raise a glass together are clearly defined, but also the four core elements of effective application of leadership skills, namely values, qualities, skills and actions, are required to be first-class fighters, and the unique skills, tactical skills and technical skills that army officers should possess are also clearly defined. In order to improve the matching degree between officers and posts, the foreign army has also made specific provisions on the professional qualifications and skill levels that officers should acquire at different stages of their development. For example, the U.S. military stipulates that officers who have just entered the army must first serve in a certain service and obtain the qualification of that service, which usually accompanies the entire service period of officers. When officers are promoted to senior captains and major, they can enter the functional field, because the functional field positions require special vocational and technical certification. When an officer is certified and appointed, his or her functions may be repeated or graded in his or her functional areas, and may not be incorporated into more than two functional areas at the same time.

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Review on The Development of Higher Education Management System in Britain

Zhilin Cui
Heilongjiang University of Chinese Medicine, Harbin 150040, Heilongjiang, China
E-mail: zhilincui@qq.com

Abstract: With the development of popular education and the impact of globalization, all countries have carried out a series of reforms on their higher education to a certain extent. Britain is the typical representative. People usually regard the establishment of Oxford University and Cambridge university successively since the 12th century as the beginning of British higher education. This paper mainly discusses the reform and current situation of higher education in Britain from six aspects, including education and teaching, quality assurance system, accountability mechanism, independent examiner system, degree granting right and university fee reform, in order to give some enlightenment to the reform of higher education in China. Research shows that British higher education has always been among the best in the world, and the quality of education is universally recognized. Looking back on its development history, this paper expounds its distinctive development characteristics, from which inspiration can be summarized as the transformation of China’s higher education concept; Establishing and improving the quality system of higher education; Reforming the cost-sharing system of higher education in China; The humanism, specialization and multi-dimension of student service; Contribute to society; We will accelerate the internationalization of higher education in China.

Keywords: higher education; management system; education and teaching; quality assurance; accountability mechanism

1. INTRODUCTION
So far, British higher education has gone through a development process of more than 800 years. In terms of the overall process, it can be divided into three stages, namely the elite education stage from the 12th century to the early 1960s, the popularization stage of higher education from the early and middle 1960s, and the popularization stage of higher education that is being promoted. As an established education power, Britain has been constantly exploring education reform, especially higher education reform. From the 1830s to the present, the reform process of British higher education can be divided into three stages: “keynesianism”, “thatcherism” and “the third way” [1-3]. Britain is an established education power, and constantly explores higher education reform to promote the development of its own higher education. Education and teaching is an inevitable aspect of every country’s reform, but each country has different priorities [4-6]. Over the past 100 years, British higher education has been among the best in the world, and the quality of education is universally recognized. The United Kingdom not only has Oxford, Cambridge and other historic, world-renowned institutions of higher learning, but also has a number of although the establishment of a short time, but the rapid development, rich in innovation, and has become one of the world’s top universities emerging universities. Of UK higher education to ensure and improve the quality of teaching as the core, to train and bring up social and economic development needs of talents for the purpose, closely follow the development of world science and technology, dynamic, strict management to scientific and technological innovation to promote teaching quality, to the international standard for scale, to serve the community for the purpose of the school system [4]. British higher education has gone international. Every year, thousands of students from all over the world come to British universities for further study. British higher education has brought great wealth and talent resources to Britain.

British teacher education is an important part of higher education, so the management of the teacher education is similar to the management of higher education, which under the guidance of the principle of autonomy to allow teacher education institutions to decide on their own curriculum setup, only at the central level through the teacher training agency (TTA) set by the teacher education standards to regulate the development of teacher education. The aim of the teacher training authority is to promote the professional development of teachers. In September 2005, the TDA was reorganized into the school training and development agency (TDA), which continues to set standards for teacher education. It can be seen that the British teacher education standards aim to promote the professional development of teachers and ensure the quality and level of teachers. At present, China is also studying and formulating teacher education standards, through summarizing and analyzing the British teacher education standards.

2. THE DEVELOPMENT HISTORY OF BRITISH HIGHER EDUCATION
The establishment of Oxford University and Cambridge university since the 12th century is generally regarded as the beginning of British higher education. In terms of the historical evolution of
British universities, it can be divided into four periods. Classical college. Oxford and Cambridge universities were founded in the 12th century and the 13th century respectively. Until the end of the 18th century, there were only six universities in Britain. Its basic characteristics are closely combined with religion, cultivating the ruling class of monks and laymen, preserving and transmitting culture.

Modern university. From the Renaissance to the industrial revolution, the British society and economy developed rapidly. After the 1820s, the “new university movement” was launched to set up modern universities in Britain. The university of London, the university of Manchester and other modern universities were established successively, and a number of city colleges such as Leeds and Sheffield emerged. The university of Leeds was officially authorized by the royal family in 1904. The characteristics of modern universities (including city colleges) are: being founded by local governments; Close local links; not accepting religious restrictions; Attach importance to science and technology. By 1900, there were about 20,000 college students in Britain, and by 1938 there were 50,000.

A period of sustained growth and the popularization of higher education. After World War II, the development of British universities entered a period of sustained growth. The university of Nottingham was established. In the 1960s, there were more than 20 universities, but higher education remained an “elite education” mode, only closely associated with the development of technology and industry. The Robbins Report 1963 (Robbins Report), put forward the famous “should be all in terms of capacity and performance of qualified, willing to accept higher education provides higher education program” “Robbins principle”, marks the British higher education from elite education to popularity transformation, the British government upgraded and new 10 universities. On the other hand, during the period from 1967 to 1973, according to the white paper on multi-disciplinary technical colleges and other colleges published by the British government in 1966, 34 multi-disciplinary technical colleges were established and their legal status in the higher education system was established to develop applied and vocational higher education. Multi-disciplinary technical colleges are mainly managed and funded by local education authorities, and do not have the right to grant degrees. Students need to study for degrees from the national academic degree awarding committee or off-campus degrees from the university of London. This is the two-track system that has been in place for more than two decades in British higher education. In 1987, the gross enrollment rate of higher education has increased from about 5% in the 1960s to over 15%, which completed the transition from elite education to popular education.

Unify the higher education system and realize the popularization period. In order to further promote the development of higher education, the British parliament passed the “further and higher education act” in 1992, which decided to abolish the dual-track system of higher education, and all the multi-subject technical colleges were upgraded to universities, forming a unified higher education system. Previously established by the university called the “royal charter university” or “old university”, the new promoted university is referred to as “regulations university” or “new college”, the government has also taken to recruit students number linked to education funds, introducing market mechanism in higher education resource allocation, such as measures to promote college continues to expand, in 2003 published “the future of higher education white paper, emphasize to further expand the scale of higher education make the UK higher education gross enrollment ratio (18 ~ 30) 50% of the accepted goals are met.

3. THE BRITISH HIGHER EDUCATION SYSTEM

The Higher education is the advanced stage of the British education system and consists of the Bachelor Degree, the Master Degree, the Doctoral Degree and the HND-Higher National Diploma. Higher education is typically offered by universities, but many colleges also offer Bachelor and HND courses.

There are 176 institutions of higher education in the UK, including 137 in England, 21 in Scotland, 14 in Wales and four in Northern Ireland. All institutions of higher learning have formulated clear regulations to ensure the high quality of course teaching and the standardization of qualification certificates, as well as the high quality of course teaching and the standardization of qualification certificates. The history of Oxford and Cambridge universities can be traced back to the 12th and 13th centuries. Most universities have a history of more than one hundred years. Since the 1990s, some polytechnic schools have been upgraded to colleges or universities.

British institutions of higher learning are divided into different types according to their nature, characteristics and degree awarding situation, including universities, independent colleges and education and training colleges. British universities are independent legal entities, which have the right to grant degrees. They can set up different courses independently and grant degrees at all levels according to the courses offered. In terms of student size, the scale of higher education in the UK has expanded rapidly. The total number of students has increased from more than 200,000 in the 1960s to 1 million today, and the gross enrollment rate of institutions of higher learning has reached 43% (with a target of 50%). The size of the university varies from 3800 to 28,000 students.

In terms of university recruitment, the UK has an independent and unified undergraduate recruitment center -- university and college recruitment center, which accepts candidates for the examination. The center collects, sorts out and aggregates registration information for colleges and universities. Feedback admission results to candidates, and through the
network, telephone and other modern means of communication for students and parents to provide admission counseling, is an effective interaction between candidates and colleges and universities bridge and bond. The central functions are relatively independent and operate in the form of enterprises. In terms of length of schooling, undergraduate students are usually 3 to 4 years, graduate students are usually 1 to 2 years, and doctoral students are usually 3 to 4 years.

In the past, there was no charge for British students to enter universities. Ten years ago, British universities began to introduce the charging mechanism. At present, the charging standard has been raised from 1000 pounds per year 10 years ago to about 3000 pounds per year, and it is still increasing year by year. British undergraduates can usually apply for loans. Graduate students are usually not allowed to take out loans but can make payments or seek scholarships through other channels. With the development of higher education, the total number of students studying in British universities and their sources of identity have changed obviously. From the original full-time students to today’s students, including many part-time learning, from the past single high school graduates to today’s many adults join. Higher education in Britain has become an important part of people’s lifelong learning, which has been extended to the working process of an adult’s whole life.

In student management and services, the UK universities attach great importance to full support and guarantee for demand for students, highlight the personalized service, and actually carry out to every aspect of students learning, life, both disabled students and ordinary students, both full-time students and part-time students, psychological counseling and career guidance and help, can by the student union, school psychological counseling center, institutions such as employment guidance center, a rapid and effective help, for the students to solve practical problems in a timely manner.

The internal management system of British higher education is generally divided into three levels: universities, departments and departments. The established management structure forms a state of balance and restriction between academic power and administrative power. At the university level, there are usually three committees: council, council and council. The school council is the highest authority organization in form. Its main purpose is to establish and maintain the relationship between the school and the society. The board of directors is the highest administrative organ of the university, and its members include social figures. Its main responsibilities are to be responsible for the management of the university’s resources, the financing of the university, the appointment of personnel and the acceptance of final complaints. The council comprises committees on property and resources, remuneration and staff policy.

The council is the highest institution in charge of academic management of the university, whose main responsibilities include teaching regulation, scientific research promotion and personnel training. The council consists of teaching, scientific research, academic accreditation and information services committees. Vice-chancellors, as chief academic and administrative officials are the intersection of academic power and administrative power and play the role of coordinating the council and council. The departmental committees and departmental committees are their own power organizations, composed of a mixture of academic and administrative personnel.

British higher education has a complete range of disciplines and flexible and diverse academic system. Degree education in the UK can be divided into two forms, that is, first degree (bachelor’s degree) education and postgraduate (master’s degree, doctor’s degree) education. The length of schooling for first degree education is generally three years full-time or four to five years on a day basis. Students who complete the required courses within the specified time, pass the examination, and submit a research paper or report related to their major will receive the first degree (bachelor’s degree). Graduate education in the United Kingdom, generally only after the first degree to apply for graduate study. The length of postgraduate study is generally one to two years full-time and two to three years part-time. There are two modes of postgraduate courses and projects. Master’s degree is given priority to with course education, after finishing degree course and passing the examination within the specified time, undertake a period of project research and submit graduation thesis, master’s degree can be awarded after the thesis defense is passed. There is no course examination for graduate students. They can carry out a research project within a specified time, submit a research paper and defend it. They will be awarded the degree after passing the examination by the degree committee. Doctoral students are usually full-time students for three years, day students (in-service) for four to five years, who have completed a scientific research with innovative results and submitted research reports and papers within the prescribed time, and who have been reviewed by peer experts on and off campus and passed the thesis defense, and approved by the degree committee after examination, will be awarded the doctoral degree. In addition to degree education, UK universities offer a number of non-degree education programmes, such as higher education diploma (HND), higher education certificate (DipHE) and higher qualification certificate (HNC).

4. INSPIRATION FROM BRITISH HIGHER EDUCATION

Britain has always attached great importance to the quality and level of higher education, and gradually formed a diversified and multi-level higher education quality assurance system through assessment and other
means. UK institutions are subject to the scrutiny of the higher education funding council and the higher education quality council. The teaching quality assurance agency, established in 1997, has conducted 36 assessments of teaching quality in universities in the past decade. The British government also regularly evaluates the teaching quality and research level of institutions of higher learning through relevant professional committees. All assessment results and the school’s overall and professional rankings are made public through public reports and the Internet. The aim is to make it easier for students to learn about British universities and to push them to improve themselves in this way.

British colleges and universities are flexible in their admissions, focusing not only on test scores, but also on other areas where students excel. In addition, admission criteria for adults are different from those for high school graduates. For adults, the school can not only relax the admission requirements, but also take their work experience as the admission criteria. For example, if the student’s relevant work experience is satisfactory to the school, he can be admitted even if his diploma does not meet the admission criteria. Similarly, for overseas students, admission criteria are more flexible because most British schools recognise that the UK’s common entrance exam does not apply to foreign students from countries with different education systems.

In the UK, the diploma system is well established, and students have many choices at every stage of their education. Its curriculum is closely related to the actual situation. According to people’s different educational needs, a series of diploma courses at different levels from certificates to degrees are set up. People can receive education at any time according to the needs of employment, which not only reduces the inconsistency between hobbies and professional education, but also broadens the employment path for college graduates so that they are not crowded in the only way to find a job according to their major. What’s more, British diplomats and education systems can recognize and transform each other. Most majors can be studied at different levels. Some of these courses can prepare students for a college degree. For example, some vocational training courses can be linked up with higher education degrees. On the basis of completing vocational studies and obtaining professional qualifications, students can obtain higher education degrees and “upgrade” their diplomas as long as they continue to study relevant courses and complete corresponding credits.

As one of the cradles of modern higher education, Britain’s higher education quality is recognized by the world higher education market, and the government also encourages the international development of colleges and universities. Once a year, the queen gives out a “queen’s award” to those universities that have enrolled the most overseas students and have been the most successful, or those that have been the most successful overseas. UK higher education currently earns more than 10bn a year from overseas students alone. Many universities have clearly put forward the development strategic goal of establishing a diverse group of teachers and diverse sources of students. The university of reading, where we study, has clearly set the goal of greatly increasing the proportion of international students. The university now has more than 1750 students from more than 100 countries and regions, of which Chinese students account for about 10 percent.

UK universities are both teaching and research centres, with more than 50 per cent of research funding coming from outside institutions. For example, more than 50% of scientific research funds for science and engineering come from external institutions, 20% of scientific research projects are directly related to industrial problems, and 1/5 of the teachers work as consultants in private enterprises or industrial research institutions. By signing scientific research and production contracts with industrial and commercial enterprises and government research institutions, colleges and universities provide scientific and technological consultation and promote the teaching and curriculum of school-enterprise cooperation. The government encourages colleges and universities to improve their research capabilities, set up more scientific and technological enterprises, and provide technical support and consulting services to more enterprises. This will not only help strengthen the function of higher education in serving the economy, but also help form a situation in which the main investors are diversified, and the sources of funds are diversified.

Synthesis is the development trend of higher education in China, but it is not very scientific if all universities want to be “big and comprehensive” and become research-oriented or comprehensive universities. Universities must choose and develop their own personalities and characteristics. University characteristics are reflected in many aspects, such as school philosophy, school positioning, discipline construction, talent training, campus culture, etc., the most intuitive is reflected in the discipline characteristics. No university in the world is in an absolute dominant position in all disciplines, and the strength of a university is often revealed by comparison. Leaders of the ministry of education have pointed out that in the process of promoting the construction of “211 project” key disciplines, we must adhere to the principle of “spanning, featuring and integrating”. We must concentrate our superior forces and persist in doing something and doing nothing. We should make full use of the educational model of British universities, determine the key points, advantages and characteristics according to our own reality, and stick to the road of characteristic development.

The Robbins report (1963) and the deering report (1997) are two important programmatic documents in
the development of British higher education. The policy recommendations made by the special committee appointed by the government on the basis of detailed investigation have a decisive influence on the direction of the government’s higher education policy. To some extent, these two reports laid the foundation for the current pattern and future trend of British higher education.

5. CONCLUSION

Throughout the British higher education system, the government plays a macro-control role, encouraging the internal self-management of universities with their own characteristics. The government strictly controls the supervision and evaluation system; when it is necessary to intervene in university affairs, the government pays attention to the legal procedure of intervention. The enactment of educational legislation is prudent and mature. Despite the different historical backgrounds and development histories of China and the UK, the higher education system of the UK still provides us with a lot of useful reference. We can draw lessons from it according to our own national conditions and formulate strategies suitable for ourselves, so as to promote the development of higher education in China.

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Research on Comprehensive Evaluation Index System of Physical Fitness and Health of Primary and Middle School Students

XueLiang Zhang
Department of P.E and Art Education, Zhejiang Yuexiu University of Foreign Languages, Shaoxing 312000, China
E-mail: 20131102@zyufl.edu.cn

Based on the literature of the evaluation index of physical health of primary and secondary school students, this paper establishes the evaluation index system of physical health of primary and secondary school students. It includes five first-level indicators such as body shape, physiological function, physical fitness, health defects and quality of life, and more than 30 second-level indicators. For the first time, sports injuries are included in the category of health defects, and a hierarchical evaluation method of common diseases and sports injuries is established, and psychological indicators such as quality of life for children and adolescents are introduced.

Keywords: Health Perspective; Secondary and Primary school students; Physical health; Evaluating Indicator

1. INTRODUCTION
Through the questionnaire survey of PE teachers in primary and secondary schools, this paper conducts comprehensive and detailed interviews and questionnaires on the age and gender of PE teachers, the structure of educational background and professional title, the qualifications of teachers and their majors, the familiarity of the research objects with the new edition of the Standards, and the recognition of PE teachers on the development of new physical health standards [1-3]. We have a comprehensive understanding of the implementation of physical health assessment for primary and secondary school students and laid a foundation for further research on the comprehensive evaluation index system of physical health assessment for primary and secondary school students.

2. ANALYSIS ADD DEMONSTRATION
Based on a thorough and comprehensive understanding of the basic situation of primary and secondary school teachers, the research group carries out a module study of health defects from the perspectives of students ‘common diseases, sports risks and sports injuries [4-6]. On the basis of National Students ‘Physical Health Standards, the physical fitness and physiological function modules are studied. Based on the A-based ”Quality of Life Scale for Children and Adolescents” to carry out the study of students ‘mental health module. Establish the index system of comprehensive evaluation of physical health of primary and secondary school students, through screening, assigning, analyzing and weighting the indicators of each health module.

(1) Questionnaire validity and reliability test
In order to ensure the combination of theoretical and practical research without losing its frontier, the research group visited relevant research institutions in Beijing, Shanghai and Hangzhou, such as the National Institute of Physical Education, Shanghai Institute of Physical Education, etc. It lays a foundation for further understanding the frontier theory and development trend of adolescent physical health research. The validity, reliability and perfection of the questionnaire designed in this study are strictly carried out in accordance with the operational norms, so that the “measuring tool” created can measure the content of this study more accurately; there are 3 invited professors and 7 associate professors, totaling 10 people. Through two rounds of structure and content validity testing and continuous improvement, the content validity and structure validity of the final questionnaire have reached the required level, the evaluation is shown in the table below.

Through continuous improvement, the reliability of the questionnaire measurement data and conclusions is higher. Firstly, 15 people were tested on the questionnaire after the second round of expert evaluation. The consistency of the third part of the questionnaire was tested. The results show that the alpha coefficient is 0.846, which indicates that the consistency of all items in this part is higher. Subsequently, a questionnaire was sent out. After two weeks, 20 subjects were sampled and retested. The results showed that the stability coefficient r = 0.836, which indicated that the data was reliable.

(2) Establishment of Index System
From the results of the survey, the expert’s recognition of the comprehensive level of physical fitness of children and adolescents, which reflects the comprehensive level of physical fitness of children and adolescents, is basically 100%. This shows that it is relatively reasonable to take health defects, physical fitness, physical function and quality of life as the first-level indicators. Indicator Architecture Diagram Is shown in figure 1.
Figure 1 Indicator Architecture Diagram

(3) Weight coefficient

From the judgment table of indicator importance degree, it can be seen that there may be some counting scores between two weighting media, among which the weights of the same importance degree to absolutely important media are 2, 4, 6, 8 in turn, and the weights of the least importance degree to absolutely important media are one-half, one-fourth, one-sixth, one-eighth in turn. The weights of indicators are investigated by experts through questionnaire survey, and the corresponding judgment matrix is compiled according to the research needs. A judgment matrix, Cij, is constructed by means of the relative important scale of the ninth decimal point and the specific method of analytic hierarchy process (AHP). Cij in the matrix represents the relatively important values of Ci and Cj for the sub-target layer. Cii = Cjj; Cij > 0; Cji = 1 / Cij. The process of calculating index weight is: judge matrix Cij, which calculates the weight of each index according to the judgment matrix of importance.

The weighting analysis and weight establishment of comprehensive evaluation indicators should be based on the relative importance of each applicable index and the effectiveness of comprehensive evaluation of physical health of adolescents and children, and the weight of comprehensive evaluation indicators in the evaluation system should be determined. According to the importance of the statistical indicators in the comprehensive evaluation system of physical fitness for primary and secondary school pupils, this paper compares the two important and unimportant degrees, and scores them according to the standards in the table below. Diagram Is shown in figure 2.

3. CONCLUSION

(1) The system includes five first-level indicators: body shape, physiological function, physical fitness, health defects and quality of life. The morphological type was height and body mass index. The physiological function is vital capacity. Physical fitness includes strength, speed, endurance, flexibility and coordination. Sports injuries were included in health deficiency indicators. The quality of life was included in psychological indicators.

(2) Total score of physical health = BMI score * 0.163 + vital capacity score * 0.154 + physical quality score * 0.201 + health defects score * 0.330 + quality of life score * 0.152 * 10.

Figure 2 Weight coefficient of evaluation index

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Analysis on Current Situation of Sports Grounds in Huanggang City

Feng Li
Institute of Physical Education, Huanggang Normal University, Huangzhou 438000, Hubei, China
E-mail: ty-lifeng@hgnu.edu.cn

Abstract: Mass sports grounds and facilities is an important material basis for comprehensively implementing the “National Fitness Program” strategy. This study is research current situation of sports grounds in Huanggang by many methods. The result shows: the construction of sports facilities in various administrative areas of Huanggang City is not balanced; The sources of sports resources are narrow, the total amount is low, and the overall income of the grounds is relatively low; the important core sports grounds for fitness, the city, the province, and the central government provide necessary supplements and important support for the supply of stadiums in Huanggang City. So, we should focus on the development of community sports facilities and weigh various fields and systems and so on.

Keywords: current situation; sports grounds; Huanggang city

1. INTRODUCTION
Mass sports grounds and facilities are important carriers of the comprehensive functions of cities or regions, and shining points in the construction of modern cities and countryside. Strengthening the construction of mass sports facilities is one of the important construction projects in the development of modern cities and rural areas in order to further meet the needs of the masses for sports activities, sports and leisure [1]. The construction and improvement of mass sports grounds and facilities is an important material basis for comprehensively implementing the “National Fitness Program” strategy, achieving the goal of healthy China, and fully promoting the equalization of sports public services.

Huanggang is a prefecture-level city under the jurisdiction of Hubei Province. It has a fast-economic development and governs seven counties, two cities and one district. The total area is 17,453 square kilometers. By the end of 2017, the total registered population of Huanggang City was 7,403,100, and the resident population was 6.341 million [2]. The overall strength ranking in Hubei Province is backward, and the population is indeed ranked second in the province. In recent years, the construction of sports facilities in Huanggang City is mainly based on the “National Fitness Program (2016-2020)” and “Huanggang City National Fitness Implementation Plan (2016-2020)”. The goal is to build new community sports facilities to reach indoors. The per capita construction area is more than 0.1 square meters, or the outdoor per capita land area is more than 0.3 square meters, and the per capita sports area is more than 1.8 square meters. In order to quickly achieve the construction goals, understand the construction conditions of the mass sports facilities in Huanggang City, and analyze the shortcomings in the construction and development, it will have an important reference value for accelerating the construction of the mass sports facilities, the rapid development of mass sports, and improving the physical fitness and health of the whole people. In addition, the construction of mass sports facilities will be gradually improved, which will promote the development of the sports industry, accelerate the deepening reform of the city’s economic supply side, and promote the vital role and function of “sports poverty alleviation” [3-5]. In the end, it is of great theoretical significance and practical reference value for the comprehensive implementation of the national fitness program, the realization of the healthy China strategic goal, and the promotion of the equalization of sports public services and the realization of the Chinese dream of a sports power.

2. RESEARCH METHODS AND OBJECTS
The research uses literature, survey and interview methods, mathematical statistics, logic analysis and other methods to investigate and analyze the current situation of the construction and development of mass sports facilities in Huanggang City.

3. RESULTS AND ANALYSIS
3.1. Overall Situation of Sports Grounds in Huanggang City
According to the survey, the stadium area of Huanggang City is 61,117.53.53 square meters, the construction area is 231,956.56 square meters, and the land area is 7,993,901.16 square meters. Calculated by the city’s permanent population of 6.341 million people, the total number of markets is 7860, with a stadium area of 1.24 per 10,000 people and a per capita sports area of 0.964 square meters. With a national average of 12.45 sports grounds per 10,000 people, the per capita sports area is 1.46 square meters. The gap is very large. It is very difficult to achieve national level within a few years. In addition, in October 2014, the “Opinions on Accelerating the Development of Sports Industry to Promote Sports Consumption” issued by the State Council put forward the development goal of “2 square meters per capita sports area in 2025”. It also increased the motivation for the investment and construction progress of the stadium in Huanggang City. Chen
Entang, deputy director of the Economic Department of the State Sports General Administration, said that if the goal is to be achieved, the pace of construction of the stadium cannot be paced in the same place, but should be “strive for a jump”. He said that due to the decrease in the number of school-age population, the proportion of sports system sports grounds has decreased accordingly, and the main direction of future sports venue development is the community. Therefore, in order to achieve the national average level and achieve the development goal of “2 square meters per capita sports area in 2025”, we must make great efforts to grasp the development of community sports facilities and accelerate the construction and full coverage of rural sports facilities. Weighing various fields and system resources, building sports facilities in multiple ways, broadening the sources of funding channels, increasing the proportion of budgets, and calling on all people to participate in the construction of sports facilities to achieve certain rapid development.

3.2. Overview of the Construction of Sports Facilities in Huanggang City

With the transformation of China’s planned economy into a market economy, Huanggang’s economy has developed steadily. According to statistics, the GDP of Huanggang City has been growing steadily year by year in 2011-2017. Although the growth rate has been declining year by year, it is generally above the national average level and growing rapidly [3]. Therefore, the degree of economic development has a direct impact on the construction of the city’s sports grounds. The number of stadium constructions in the city has increased rapidly from 1970 to 2013, according to the statistics of the Huanggang Municipal Sports Bureau (see Figure 1 below): the fastest growth cycle is the growth rate of 310.34% in 1996-2000. However, in the next four-year cycle, 2001-2005, there was a negative growth of -7.68%. These changes are directly related to China’s policies and documents on the construction of sports facilities, the economic development of Huanggang City and the importance attached by relevant departments. In addition, the relevant departments of the city are responsible for the sustainability and development of national and provincial policies and documents. It also has a certain important impact; the masses also play a positive role in promoting the positive demand for sports facilities.

Figure 1. Statistics on the number of stadiums built in Huanggang

3.3. Distribution of the Number of Sports Grounds in Various Administrative Districts of Huanggang City

It can be seen from the statistical data in Figure 2 that the distribution of the number of sports grounds in the administrative districts of Huanggang City (as shown in the following figure) is in order: Qichun County, Wuxue City, Huangmei County, Huangzhou District, Xishui County, Macheng City, Hong’an County, Yingshan County, Luotian County, Tuanfeng County. The number of sports grounds in each administrative region has a direct relationship with its own economic development level. In 2017, the six regions with a GDP of more than 20 billion yuan are in the forefront. Secondly, the regional authorities pay more attention to the construction and management of sports facilities. It is also a very important factor. The geographical area of Huangzhou District is the smallest in the city, but the number of sports grounds is among the best. This is inseparable from the location of the municipal government in Huangzhou District and the local people’s demand for sports and fitness. Huanggang City has 10,819 sports grounds. However, the construction of sports facilities in 10 administrative areas of Huanggang City is not balanced, and there are great differences between the administrative regions. Under the background of national fitness and national strategy, the new community sports facilities in Huanggang City will reach a target area of 1.8 square
meters per capita by 2020. This means that the per capita site area will increase from 0.964 square meters to 1.8 square meters in a few years. The above, that is, an increase of 0.836 square meters, nearly doubled. From the perspective of development in 2016-2018, the sports facilities in Huanggang City have not achieved the expected targets. To achieve the target of more than 1.8 square meters per capita, it is necessary to solve the problem of the site area from multiple channels and channels. On the other hand, it is necessary to let sports facilities and services sink to residential quarters, improve the coverage of sports facilities, and increase the number of facilities.

![Figure 2. Distribution of the number of sports Grounds in various administrative districts of Huanggang City](image)

**Figure 2. Distribution of the number of sports Grounds in various administrative districts of Huanggang City**

According to the survey results, the total number of sports grounds in Huanggang City is 7,860. The stadium area is 61,117.53 square meters, the construction area is 231,956.56 square meters, and the land area is 7,993,601.16 square meters. The number of sports grounds in the city is relatively large: 90 small sports fields; 285 badminton courts; 3129 basketball courts; 179 volleyball courts; 319 table tennis rooms; 1614 table tennis courts; 8 outdoor gate courts; Path: 809; It can be concluded that the fitness programs that Huanggang people like to participate in are mostly badminton, basketball, volleyball, table tennis, croquet and fitness walking or running, and according to interviews, the masses learn about ethnic traditional sports. For example, Tai Chi and dance are also preferred. However, there is a lack of facilities for niche fitness programs, such as tennis and orienteering.

![Figure 3. The proportion of various investment sports venues in Huanggang City](image)

**Figure 3. The proportion of various investment sports venues in Huanggang City**

According to the statistics of the Municipal Sports Bureau, in 2014, the whole market pavilion employed: 4681 people, and the audience seats: 138216. Total income from sports grounds: 60.174 million yuan, total expenditure: 49.922 million yuan. Overall, the city’s financial income and expenditure of sports grounds in Huanggang City was 753.39 million yuan (body lottery 293.65 million), the unit raised 100.516 million yuan, the social donation 15.58 million yuan, and the other: 39.25 million yuan. From the amount and proportion of various types of investment (see Figure 3). The self-raised ratio of the unit was 55.41%, followed by the financial allocation of 25.38%, the sports lottery allocation of 16.19%, the least other sources of 2.16% and the social donation of 0.86%. The proportion of self-raised units is the highest, mostly because of the demand of the masses for the fitness facilities and the need for the units to protect the health of the employees, which has led to a large investment in sports facilities. The central government’s unanimity is the main source of funds for the sports facilities in China. Therefore, the proportion is in second place. With the favorable policies of the relevant sports facilities in the country in recent years and the central government’s increased financial input, we believe that this proportion will increase year by year. With the increase in sales of public sports lottery, the sports lottery is in third place. The proportion of other sources and social donations is low, and cities or regions with better economic development are behind. It is necessary to increase publicity and speed up the introduction of incentive policies to enhance the enthusiasm and intensity of social donations.

3.6. Income and Expenditure of Sports Grounds in Huanggang City

According to the statistics of the Municipal Sports Bureau, in 2014, the whole market pavilion employed: 4681 people, and the audience seats: 138216. Total income from sports grounds: 60.174 million yuan, total expenditure: 49.922 million yuan. Overall, the city’s
sports grounds are well used, with a net income of about 10.22 million, which is at a low level in the country. The Huanggang Sports Center, which was completed and put into use in June 2018, includes “a three-in-one center”: a main stadium with 20,000 seats and a gymnasium, swimming pool, shooting hall and other gymnasiums and a training center. Since then, Huanggang City has truly owned its own sports center and many times, improve the use rate of sports grounds, and accelerate the development of the sports industry.

### 3.7. Number of Different System Sports Grounds in Huanggang City

<table>
<thead>
<tr>
<th>System</th>
<th>Quantity</th>
<th>Sports</th>
<th>Colleges</th>
<th>Vocational school</th>
<th>Elementary and secondary schools</th>
<th>Others education</th>
<th>Army</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>56</td>
<td>142</td>
<td>124</td>
<td>3444</td>
<td>58</td>
<td>7</td>
<td>4029</td>
<td>7860</td>
<td>100%</td>
</tr>
<tr>
<td>National</td>
<td>0.71%</td>
<td>47.94%</td>
<td></td>
<td></td>
<td></td>
<td>0.09%</td>
<td>51.26%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Percentage</td>
<td>1.43%</td>
<td>38.98%</td>
<td></td>
<td></td>
<td></td>
<td>3.08%</td>
<td>56.51%</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

According to statistics, the number of sports grounds in the city (see Table 1): 56 sports systems; 142 colleges and universities; 124 secondary technical schools; 3444 primary and secondary schools; 58 other educational system units; 7 military systems; 4029. The proportion of sports grounds managed by other systems is up to 51.26%, which is 5.25% lower than the national average (56.51%). The emphasis should be placed on the construction and construction of sports grounds by social groups and different systems. The second place is the education system. The proportion of sports grounds (including higher education institutions, secondary technical secondary schools, primary and secondary schools, and other educational system units) is 47.94%, which is 8.96% higher than the national average (38.98%). The main reason is that Huanggang City is based on basic education. In the characteristic areas, the construction of sports fields in primary and secondary schools is better, which is inseparable from the education departments and sports departments of the city. However, the proportion of sports fields managed by the sports system and the military system is 0.71% and 0.09%, respectively, which is quite different from the national average of 1.43% and 3.08%. This situation indicates that the sports system and the military system themselves pay insufficient attention to the construction of the sports ground. Less, the source of funds is single, and the amount of funds invested is seriously insufficient. In response to the above problems, attention should be paid to the relevant departments and leaders of the sports system and the military system, and financial communication and consultation should be strengthened, the sources of funds should be expanded, and capital investment should be increased.

### 3.8. Quantity of Direct Relationship between Sports Fields in Huanggang City

According to the statistics of the Municipal Sports Bureau, the number of relations directly related to the stadiums in Huanggang City is in the order of (see Figure 4): street/town/township (49.69%), county/city (20.33%), and residents/village committees (20.22%), Huanggang City (5.30%), others (2.83%), Hubei Province (1.53%), Central (0.11%). Among them, the number of sports fields invested and constructed by the street/town/township, county/city and residents/village committees accounted for 90.24%, which became the important core sports ground for the masses to participate in physical fitness. The stadiums provided were more targeted. Can better meet the needs of the masses; Huanggang City (5.30%), other (2.83%), Hubei Province (1.53%), Central (0.11%) totaling 9.76%, providing important supplements and support for the supply of stadiums in Huanggang City. For example, the large Huanggang City Sports Center provides a higher and better platform service for the development of mass sports.

In recent years, the GDP of Huanggang City has grown steadily year by year, and the economic development has been relatively rapid. With the rapid economic development of the entire administrative region of the city, the investment in sports facilities construction in various regions has been increasing, and the construction of sports grounds in the city has been rapidly developed. Therefore, the direct relationship structure of sports facilities has also evolved and changed. The sports facilities that were originally constructed and managed by the central government and the province directly funded the main supply mode, and gradually invested in local enterprises and villages, towns and counties. With the management of sports facilities and facilities, the central and provincial direct construction and management of sports grounds is a necessary complement to the form of transformation.
4. CONCLUSIONS AND RECOMMENDATIONS

4.1. Conclusion

The stadium in Huanggang City has 1.24 stadiums per 10,000 people, and the per capita sports area is 0.964 square meters. With a national average of 12.45 sports grounds per 10,000 people, the per capita sports area is 1.46 square meters, the gap is very large; the construction of sports facilities in various administrative areas of Huanggang City is not balanced, there are great differences between cities; Huanggang City Sports Ground The number of construction and construction has generally developed into a double-peak trend, and the development and development has been slow and slow. The stadiums are mostly ball-type projects and fitness paths. The sources of sports resources are narrow, the total amount is low, and the overall income of the grounds is relatively low. The education system sports ground is ahead of the national level, and the rest of the system is lower than the national level; the total number of sports fields invested and constructed by the street/town/township, county/city and residents/village committee accounts for 90.24%, and the masses participate in sports. The important core sports grounds for fitness, the city, the province, and the central government provide necessary supplements and important support for the supply of stadiums in Huanggang City.

4.2. Suggestions

According to the current situation of sports grounds in Huanggang City, it is necessary to quickly realize the national per capita sports area and achieve the national development goal of “2 square meters per capita sports area in 2025”. We should focus on the development of community sports facilities and weigh various fields and systems. Resources, broaden the source of funding channels, increase the proportion of budget, increase publicity, further promote the deepening reform of the supply side of the sports industry, enhance the enthusiasm and investment of social organizations and other sports facilities, and call on the whole people to participate in the construction of sports facilities, in order to achieve rapid Progress will play its due strength and contribution to the development of mass sports in Huanggang City and the improvement of the physical fitness of the whole people.

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Digital Protection and Inheritance of Provincial Non-Legacy Majiatan Dragon Boat Club

Hexing Liang, Libin Yu*, Yinghang Zhu
School of Physical Education, Huanggang Normal University, Huanggang 438000, China
*E-mail: ty-ylb@hgnu.edu.cn

Abstract: This article uses the literature data method, field research method and expert interview method to take the digital protection and inheritance theory as the purpose, to clarify the factors restricting the development of the Majiatan Dragon Boat Club as a breakthrough, and to digitally protect and inherit the Majiatan Dragon Boat Club, made an in-depth analysis. The results show that the Majiatan Dragon Boat Club has been well-known for its inclusion in the second batch of intangible cultural heritage protection lists in Hubei Province. The number of people who come to observe and experience has increased year by year, and the trend of long-term development has become a clue. However, the strong development of the Majiatan Dragon Boat Club also has problems such as insufficient funding, incomplete site facilities, narrow riverbeds, lack of inheritance, and obsolete inheritance. In response to this shortcoming, the protection strategy of creating digital archives and elaborate digital exhibits, and the digital inheritance of technical culture and inheritance, the digital inheritance using social networks, and the inheritance strategy of digital inheritance using mobile terminals are proposed. This not only promotes the inheritance and development of the Majiatan Dragon Boat Club, but also promotes local culture and promotes the local tourism economy. It has practical guiding significance and can also be used as a reference for the inheritance and development of other traditional folk activities in China.

Keywords: intangible cultural heritage; Majiatan Dragon Boat Club; digital protection; digital inheritance

1. INTRODUCTION

Since the 21st century, the state has attached more importance to traditional culture, especially the protection and inheritance of intangible cultural heritage. In 2005, the State Council issued the “Opinions of the General Office of the State Council on Strengthening the Protection of Intangible Cultural Heritage in China”. A few years later, in 2011, the Standing Committee of the National People’s Congress announced [Presidential Decree (42)] Law of the People’s Republic of China on Intangible Cultural Heritage. In 2009, Majiatan Dragon Boat Club was included in the second batch of intangible cultural heritage in Hubei Province. This series of powerful policies is tantamount to a shot in the arm for the development of the Majiatan Dragon Boat Club. Under the banner of the country’s high promotion of traditional culture, “promoting the great development and prosperity of socialist culture” [1], under the call of “classic fever” in the society, the Dragon Boat Festival folk activities, an important part of traditional culture, is a horse. Majiatan Dragon Boat Club, why inheritance? How to pass on? Extensive discussion and contention from all walks of life. Based on this, combined with the actual situation of the development of the Majiatan Dragon Boat Club, closely related to the current cultural characteristics of the times, explore the feasibility of the digital protection and inheritance of the Majiatan Dragon Boat Club, and the theory of sustainable development of the Majiatan Dragon Boat Club. The foundation fits the needs of the times.

2. THE ORIGIN AND FUNCTION OF THE MAJIATAN DRAGON BOAT CLUB

According to the Ma’s family, in the first year of the Hongwu reign of the Ming Dynasty (1368), the imperial court imperial immigrants, the three brothers of the Mars were carrying the leading faucet and the two dragons, and moved from Jiangxi to the Majiatan, making the dragon boat meeting in Majia. The pool is prosperous.

There are three main functions of the Majiatan Dragon Boat Club. The first is to commemorate the patriotic poet Qu Yuan and express the love of the Ma Clan to their homeland. The second is to respect the dragon god, pray for the year. On the morning of May 5th of the lunar calendar every year, the Ma clan in the ancestral hall, “please take the faucet, the dragon tail, install it by the sorghum on the dragon boat, and open the light for the dragon boat, then hang the hunting on the vertical pole, and burn the paper with the incense” [2]. “All believers also burn incense, burn paper, hoe, lash, pray” [2]. Subsequently, the Huanglong ship and the Wulong ship competed for three times, and the three competitors and the two winners won. The sign of the competition is still the old custom: the first round of the water-breaking competition, if Huanglong wins, the sign is the year of drought; if Wulong wins, the sign shows that the weather is...
smooth and the grain is harvested. The third is to enrich the festival and cultural life. The Majiatan Dragon Boat Club is rich in content and suitable for both young and old. When the dragon boat races, the voices are full of people, the drums are ringing, the dragon boat is flowing in the water, and the wind and waves are broken, showing the unique charm of the traditional folk customs. After the end of the race, the dragon boat dance, which combines elegant songs with graceful dance, and the vivid ugliness of the dragon boat theater, attracts many people, participates in it, or stops by, and when the color rises, it is called the sound of extinction. Feeling emotional. The dragon boat race, the folding opera, the dance party, the juggling... the collision and the unique combination have become the folk activities that the local people like to see and hear. On the day of the Dragon Boat Festival, thousands of people on both sides of the Ba River were attracted to watch and enrich the festival’s cultural life.

3. DEVELOPMENT STATUS AND DISADVANTAGES OF MAJIATAN DRAGON BOAT CLUB
Since its inception, the Majiatan Dragon Boat Club has gradually become a complete and unique folk folklore activity. However, due to various reasons, the development is not optimistic, and its current situation is mainly manifested in three aspects. First, it is basically in its original state. There are three main aspects in this respect. One is the old form of organization propaganda. The Majiatan Dragon Boat Association was held in an old-fashioned manner, mainly relying on the inheritors to conduct a single operation. Nowadays, the propaganda method of the Majiatan Dragon Boat Club mainly uses spontaneous propaganda, which leads to a narrow scope of publicity and poor results. It is difficult to integrate into the production and life of people in the information age. Second, the activities of the Dragon Boat Club are outdated. With the development of the times, the Majiatan Dragon Boat Club did not absorb new cultural nutrients, and its intention was to sacrifice and pray. Most of the content is old-fashioned and lacks the injection of fresh blood. The failure to borrow modern technology to innovate the inheritance model, without the traditional cultural heritage of its infusion, emerged in the new era, it is difficult to adapt to the aesthetic needs of modern people seeking new changes [3]. The third is the lack of awareness of the development of tourism economy. With the rapid development of the tourism economy, the construction of special tourism with the theme of non-legacy has become increasingly hot. The construction of a tourist area is a good medicine to solve the problem of the inheritance of the Majiatan Dragon Boat Club. The Dragon Boat Club has so far been self-styled, and there is no awareness of the tourism economy that is prosperous in the region. Second, it is basically in a state of self-destruction. Because the Majiatan Dragon Boat Club is a private and self-funded folk culture activity, coupled with the lack of local government support, social donations are rare, and the leadership organization is loose. This has led to the problem of serious shortage of funds for inheritance. At present, it has been plunged into the embarrassing situation of “doing it year after year, relying on the fate of year after year” and self-destruction. Third, the inheritance environment is poor. There are two main aspects in this respect. One is a successor. Under the modern market economy system, the level of rural economic development can no longer meet the needs of the mass material and cultural life. More and more young adults in the village go to work in the city. Most of the villagers are old people and children, which has caused the inheritance of the Majiatan Dragon Boat Club to face a situation of lack of success. Second, the environment is poor. Because there are two large-scale yellow sand enterprises in the village, they are digging for sand and selling around the clock, resulting in serious damage to the coastal vegetation, the river bank is incomplete, the river is narrowing year by year, and the water level is uneven. The beautiful scenery of the Ba River and the lush greenery of the past is no longer a big impact on the dragon boat race. There are two main drawbacks caused by this status quo. First, it is not conducive to the inheritance of excellent folk culture in the square. Folk culture is an important part of Chinese traditional culture. It is a metaphysical cultural form rooted in the people and with a deep mass base. As one of the outstanding traditional folk cultures in the square, the Majiatan Dragon Boat Club has its inheritance and is worrying. “Currently, Western modern culture, with its strong communication power, affects the thinking of modern people, causing some people to have doubts about the vitality and value of excellent traditional folk culture” [3]. Its identification, hesitation, influence Inheritance. Second, it is not conducive to the development of excellent traditional folk culture in the square. The development of traditional folk culture requires a new expression, a tolerance, development, and innovation attitude, and the combination of the times and the times, in order to bring the profound heritage of traditional culture to a unique charm in the new era. The reality is that the formation and expression of this excellent traditional folk culture has become a fixed pattern of convention. Although it is stable and is a feature of traditional culture, it is also a hindrance to its development.

4. DIGITAL PROTECTION AND INHERITANCE STRATEGY OF MAJIATAN DRAGON BOAT CLUB
4.1. Digital Protection Strategy of Majiatan Dragon Boat Club
“Don’t be digitized is the use of digital technology such as digital acquisition, digital storage, digital processing, digital display, digital communication, etc.,
to convert, reproduce, and restore into a shareable, renewable digital form, and to interpret it from a new perspective. It is preserved in a new way and used with new needs” [4]. As a provincial-level Majiatan Dragon Boat Club, there is a lack of advanced digital protection strategies.

4.1.1. Creating a digital archive
The non-legacy digital archive is a core component of the non-legacy protection. “It is the foundation and premise for the integration, sharing and protection of non-legacy information resources. Therefore, the use of multi-dimensional images and modern digital technology to build archives, orderly, persistent, systematic and professional. The protection and utilization is the first choice for non-legacy protection work” [5]. Creating a digital archive of the Majiatan Dragon Boat Club can be achieved through the following three channels. The first is to establish a digital archive of literature. Using digital technology, the relevant documents and pictures of the Majiatan Dragon Boat Club will be sorted, digitized, stored and stored. For example, the contents of the Dragon Boat Club recorded in the books such as “Ma’s Genealogy” and “The Essentials of the Intangible Heritage of Huanggang City” can be made into electronic documents for classification and preservation. Images and books that have been passed down from generation to generation in the hands of the inheritors can be digitally transformed, classified, and stored in the digital archive of the Dragon Boat Club. Make it safe and long-lasting. The second is to establish a digital archive of physical landscapes. Using digital technology, the dragon boat, the place, the accessories, the scenery, the important figures of the participants, and the audience’s panorama during the Dragon Boat Festival will be “digitalized, imaged, and recorded, and sorted and stored” [6]. For example, the dragon boat race, the dragon boat theater and the dragon boat dance scene can be taken for panoramic shooting. A digital camera can be used to take pictures of multiple angles and then stitch together to form a panoramic view of the 360-degree dragon boat meeting place. It can be used for three-dimensional scanning of ancient faucets, dragon bodies, dragon tails, paddles, etc. that have been passed down, converted into digital three-dimensional models, sorted and stored in the digital archives of the Dragon Boat Club, and the original environment of the Dragon Boat Club. Saved without being affected by time and other factors. The third is to establish a digital archive of dynamic processes. Using digital technology, the dynamic process of the Dragon Boat Club will be “dynamic, stereoscopic, and high-definition recording, and then sorting and digital storage” [6]. For example, the dynamic process of dragon boat racing, dragon boat theater and dragon boat dance can be recorded in high-definition video, digital camera and robot aerial equipment, from the perspective of inheritors, competitors, performers, staff, audiences, etc. The dynamic process of the Dragon Boat Club is recorded in stereo, dynamic and high definition. The data will be sorted and stored in the digital archive of the Dragon Boat Club, and the grand event of the Dragon Boat Club will be preserved in an original way to protect this excellent folk cultural heritage.

4.1.2. Elective digital exhibits
Digital exhibits refer to the use of multimedia virtual scene modeling, multimedia virtual scene coordination display and other digital technologies to make intangible cultural heritage sites, legacy objects, inheritors’ skills and expressions, etc., into real-life reproductions.

As far as the Majiatan Dragon Boat Club is concerned, there are three main measures for the construction of its digital exhibits. The first is to produce a full-process digital display. At present, 360-degree panoramic shooting is the latest technology for digital shooting [7]. We can use the 360-degree panoramic shooting method to make digital exhibits of the Majiatan Dragon Boat Club. For example, the program of the Dragon Boat Club can be used to ask for the harvest, the wind and the rain, the evil, the disaster, the disaster, the dragon, the dragon boat, the gun, the horse, the horse, the dragon boat association, the leader, the inheritor Speeches, competitors and command ships are in place, dragon boat races, etc., through professional vr cameras, from the perspectives of competitors, inheritors, staff, audiences, etc., one by one, making a full-process digital display. The second is to produce digital exhibits with special content. For the dragon boat theater performances, the folk dances and the juggling such as the “big knife”, the topic, the multi-view vr photography, the digital display of the special content of the dragon boat club. The third is to produce the historical digital display of the Dragon Boat Club. We can use vr photography, hire actors, shoot the story and historical evolution of the Majiatan Dragon Boat Club, and use special effects to add extended content and information. These digital exhibits can be placed on the intangible cultural heritage network of Hubei Province for the public to watch, so that they can understand the cultural and historical origins of the Majiatan Dragon Boat Club in an all-round way, so as to achieve the true meaning of the people. Immersive experience. This is not only conducive to people’s study, exchange and innovation of the Majiatan Dragon Boat Club, but also helps people to improve their comprehensive understanding and understanding of the Majiatan Dragon Boat Club, and to implement the digital protection of the Majiatan Dragon Boat Club.

4.2. Digital Heritage Strategy of Majiatan Dragon Boat Club
The development of digital technology has provided new means and methods for the inheritance of the Dragon Boat Club. Organize the management, skills,
culture and customs carried by the inheritors, use advanced digital technology to collect, simulate the social and natural environment in which the dragon boat will survive and develop, and reproduce the historical process of the dragon boat generation and transformation, and maximize the guarantee. Record the integrity and authenticity of the Dragon Boat Club information [8].

4.2.1. The digitalization of the art culture is carried out simultaneously

From the perspective of inheritance, the inheritance of the Dragon Boat Club mainly includes two dimensions. The first is the inheritance of craftsmanship. The traditional form of artistic inheritance mainly relies on family-style inheritance, that is, the live transmission of “spoken heart”. This way of inheritance will lead to the gradual decline of cultural connotation with the death of the inheritors and the change of living space [9]. Ma Jiatan Dragon Boat Association representative inheritor Ma Houxi (born in 1951) old gentleman, has been nearly ancient and rare. His inheritance of ancestral skills, due to the birth of the present, has been a double impact of the economic tide of “economic development as the center” and the influx of Western culture with the opening of the country since 1978, and traditional culture has broken on them, resulting in Most of them are unwilling to engage in the inheritance of old craftsmanship, causing some skills to be lost on the verge of death. The second is cultural inheritance. For thousands of years, the main carrier of cultural spurt is the text printed on paper. Today, paper carriers are still in a dominant position. This way of inheritance has played a huge role in the inheritance and dissemination of Chinese civilization. But there are also limitations about the group, the scope of the spread and the speed. Due to the single inheritance channel, to a certain extent, it has affected the inheritance effect of traditional culture and customs such as the Majiata Dragon Boat Club.

As far as the Majiata Dragon Boat Club is concerned, the digital inheritance strategy of both craftsmanship and culture can be used to record and preserve the inheritance work of the dragon boat inheritor and its shoulders through digital recording techniques such as recording and video, and carry out digital dumping. And build a digital archive” [10]. “This is conducive to comprehensively and truly recording and reproducing the original appearance of the inheritors and their dragon boat inheritance work, and reversing the passive situation caused by the particularity of the original inheritance method” [10]. The inheritance of the Majiata Dragon Boat Club Digital collection of cultural sources, through the professional recording studio, the following five aspects of the interview with the inheritors. The first is basic information. Including the age of the inheritor, work unit, family situation, education level and other information. The record of basic information can better grasp the living conditions of the inheritors of the Dragon Boat Festival and help protect the inheritors. The second is the Dragon Boat Club project information. For example, the characteristics and description of the dragon boat club mastered by the inheritors, the time, place, cultural connotation and historical value of the activity. The third is the skill tool. For example, the ancient dragon heads and dragon tails used by the inheritors in the activities of the dragon boat clubs have cultural relics with important cultural values. The digital transformation and storage of cultural relic tools such as this will help to better record and understand the true face of the Dragon Boat Club. The fourth is from the art information. Such as the Ma family, the patriarchal learning process, the main content of the skills and skills, the characters and events that have an important influence on the dragon boat skills, the specific role of the dragon boat inheritor in the inheritance work, and the creation of the Maji Ta The situation of the Tan Dragon Boat Association. The fifth is background information. Such as interviewing the time, address, number of times, images and images captured by the dragon boat, the certificates, prizes, souvenirs obtained by the inheritors, and the specific information of the collectors, as background information on the collection of the information of the inheritors, and The collected information such as recordings, images, and images are stored in the digital archive of the Dragon Boat Club to maximize the integrity and authenticity of the Dragon Boat Club. Then, using modern technology to open up a number of digital communication channels, this ancient skill and culture will be passed on to more audiences.

4.2.2. Using the public number for digital inheritance

Since the beginning of the 21st century, information technology has developed rapidly, and the depth and breadth of public platform communication has been expanding. Its convenience, immediacy, extensiveness and interactivity have made it one of the mainstream platforms for information dissemination. It shows an increasingly unique advantage in terms of communication. Therefore, the use of Weibo, WeChat, today’s headlines and other apps to establish a public number, through online display, live broadcast, dissemination of non-legacy digital data, photos, images, etc., has become the first choice for information dissemination.

As far as the Majiata Dragon Boat Club is concerned, there are five main measures for the digital inheritance using the public number. The first is to pay attention to the content construction of the public number. The content construction of the “Majiata Dragon Boat Club” public number should explore the cultural connotation contained in it, and commemorate the patriotic poet Qu Yuan and express the feelings of the Ma family to their homeland, as well as the prayers and intentions of the Dragon Boat Club. The digital form is displayed. The second is to set up a digital
Boat Club can be submitted to today detailed articles and videos of the Majiatan Dragon
the self-media platform to expand the audience. The digital exhibition column of the archives, 360 panoramic shots of vr exhibits, etc. to exhibition column. Upload the completed digital increases user
the Tanlong Boat Club attracts users
provide a deep understanding of Majia through the audience enjoy pure traditional cultural food, and cooperate with on-site experience activities to help broadcasts, inheritors and expert lectures, and experience, with the help of the public number, Open number and social influence. The fourth is to effectively improve the user’s viscosity. There are two ways. One is to expand the function of the “Maijatan Dragon Boat Club” public number. Because the operation of the public number is templated, the content layout, content There are certain restrictions on the expansion and other aspects”. “[11] can use compatible micro-station to achieve rich display, beautiful interface and flexible display effect. Second, actively open various service columns. Maijatan Dragon Boat Club has time and experience, with the help of the public number, Open columns such as event previews, online live broadcasts, inheritors and expert lectures, and cooperate with on-site experience activities to help the audience enjoy pure traditional cultural food, and provide a deep understanding of Majia through enthusiasts and live broadcast rooms. The platform of the Tanlong Boat Club attracts users’ attention and increases user’s stickiness. The fifth is to pay attention to teamwork. At present, the teamwork and professional operation of the public number has become a major trend. Due to the operation of the public number, it involves copywriting editing, art design, Advertising promotion, event planning, online services, etc., therefore, the smooth operation of the “Maijatan Dragon Boat Club” public number requires not only financial support, but also the establishment of a multidisciplinary and multi-disciplinary professional construction team to support it. By establishing the “Maijatan Dragon Boat Club” public number on social networks such as WeChat, Weibo, and Vibrato, we can continuously improve communication efficiency and increase More “digital heritage. “ This inherited Ma Lake Dragon Boat Club, has a positive effect.
4.2.3. Digital transmission using mobile terminals
The digital inheritance of mobile terminals can provide content and technical support for the information dissemination and interactive experience of the exhibition. In the process of exhibition, smart exhibitions based on precise positioning of mobile devices can be used to “create intelligent transmission channels between information and users to realize real-time and intelligent push of information” according to changes in audience positions [12]. This kind of virtual interactive experience, people can not only operate by hand, they can realize the charm of the non-existence and enjoyment at anytime and anywhere, but also promote the protection and publicity of the dragon boat club and expand the public awareness of the dragon boat club. In September 2013, at the WWDC conference, Apple released the iBeacon indoor precision positioning technology based on mobile devices, which allows users to use smart devices, through small wireless sensors and low-power Bluetooth technology placed in any object. transfer data. “As long as it is equipped with an iPhone and Android mobile terminal with wireless Bluetooth 4. 0 or higher, it can be used as a receiver or transmitter of iBeacon. “[13] Using this technology, the digital archive of Maijatan Dragon Boat Club, 360-degree panoramic shooting Digital information such as VR exhibits are integrated. In the Ma’s Ancestral Hall, the Dragon Boat Raceway, the Dragon Boat Theater, the Dragon Boat Dance Hall, etc., the relationship between the information and the iBeacon receiver is established, and an application based on the mobile terminal is produced. Let the audience download or install it on site before going to Majijian. With the change of the location of the handheld terminal, the content of the Dragon Boat Club will be obtained. The specific operation can be divided into three steps. The first step is to guide the audience into the Ma’s ancestral hall. At this time, visitors can use the mobile phone to see historical artifacts such as the ancient faucet and the Ma’s genealogy, as well as related videos such as the Ma’s origin of the mobile application and the historical origin and detailed explanation of the Dragon Boat Club. The second step is to lead the visitors to the dragon boat race - on the banks of the Shangba River. At this time, the audience can see the beautiful scenery of the birds and flowers in the Shangba River and Majijian, and can also see the lively panorama of the dragon boat racing VR in the application, making the stunning natural beauty and the competitive gas field in the hearts of the audience. Rich local flavor and simple folk style, linger on the audience. The third step is to guide visitors to the Dragon Boat Theatre and the Dragon Boat Dance Hall. Combining handheld VR devices, using online virtual and offline interactions, let the audience cross the past and present, feel the charm of ancient and fashion, ancient and new dances, Xiushui and Qishan, heaven and humanity, realize the Maijatan Dragon Boat Club Long-lasting inheritance.
5. CONCLUSION
The Maijatan Dragon Boat Club has a strong local folk culture. After more than 600 years of inheritance, the style system has gradually become more complete.
and the current development trend is also getting better. In particular, since it was listed in the second batch of intangible cultural heritage protection lists in Hubei Province, it is even more famous. People who come to observe and experience are increasing year by year, and the trend of long-term development has already begun. However, with the rapid transformation of China’s society and the rapid development of digital technology, the strong development of the Majiatan Dragon Boat Club still has insufficient funding, incomplete site facilities, narrow riverbeds, lack of inheritance, and old-fashioned ways. And other issues. In response to this shortcoming, we suggest that the new era should adopt a protection strategy of creating digital archives, structured digital exhibits, digital inheritance of technical culture, digital inheritance using social networks, and inheritance strategy of digital inheritance using mobile terminals. To protect and inherit the Majiatan Dragon Boat Club. This not only promotes the inheritance and development of the Majiatan Dragon Boat Club, but also promotes local culture and promotes the local tourism economy. It has practical guiding significance and can also be used as a reference for the inheritance and development of other traditional folk activities in China.

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On the History of Tea Culture of Literati in Guanyi in Ming and Qing Dynasties

Zhong-qi Jia
Guangdong University of Science & Technology, Dongguan, 523083, China
E-mail: 254460917@qq.com

Abstract: For literati in Guanyi, it seems that few researchers will study their tea culture. However, through the study of historical materials, it is found that the literati in Guanyi have expressed their love for tea culture through local chronicles and numerous poems and essays since the Ming and Qing Dynasties. It can be said that Guanyi literati and tea culture are inextricably linked. Tea drinking has slowly integrated into the lives of literati in Guanyi, and become their repository for making friends, expressing their aspirations and expressing their friendship. In this paper, starting from the history of tea culture in China, from three aspects of tea products, tea sets and tea culture, the author makes a thorough exploration of the development process of Guanyi literati from the Ming and Qing Dynasties and tea culture. On the one hand, it can let readers know the development history of Chinese tea culture in Dongguan area, on the other hand, it can also appreciate the love of tea culture of literati in Guanyi.

Keywords: literati in Guanyi; Ming and Qing Dynasties; tea culture

1. INTRODUCTION

Tea culture has a long history in China. It should be recorded that scholars began to study tea culture from the Han Dynasty and reached its peak in the Tang and Song Dynasties. During the Ming and Qing Dynasties, many famous teas emerged from famous mountains and rivers around the country, and the literary people’s evaluation of tea reached the acme. In Dongguan, it has the reputation of “the capital of Tibetan tea”, and Chaoshan Kungfu tea and Cantonese style morning tea have been well-known at home and abroad. Referring to the literature, most of the scholars studied tea products, tea techniques and cultural connotations of Guangdong tea culture before, but little about the history of tea. The author thinks that this is related to the record way of tea history in Guangdong. Many contents of tea history appear in miscellaneous talk and are not systematic. Therefore, this paper takes this historical background, collates various types of data, and studies and explores the historical events of Dongguan tea culture.

2. MING AND QING DYNASTIES GUANYI LITERATURE AND TEA PRODUCTS

Dongguan has a long history of tea, which has been recorded since Emperor Liang Wudi. In Chashan Township Records and Property, there is a saying: “My hometown was named for planting tea. In Emperor Wudi Liang, monks built Yanta Temple in Tieluiling. Tea was dilled along the hills, and there was still an ancient tea tree in Wanshou Temple in the Qing Dynasty.” This means that the tea mountain was famous for planting tea trees at first, but then it disappeared temporarily because of the rise of various crops. In 1964, Zhu De came to visit Chashan Town in Dongguan City, but found that there was no tea in Chashan Town, so he could not help exclaiming that there was no tea in Chashan Town. Therefore, tea planting began and production resumed in Chashan Town after Zhu De’s inspection. But the good times are not always there. Because of the promotion of reform and opening up, Chashan Town abandoned tea cultivation in order to ensure residents’ income and improve people’s quality of life, resulting in a sharp decline in tea production. Nowadays, there are few tea products in Dongguan. The tea culture in Dongguan can only be excavated from historical materials.

According to historical records, there were three famous kinds of tea in Dongguan, namely Xin’an tea, Shuiyan tea and Yin tea from Daling Mountain. The specific planting position and span of these kinds of tea are not explained in detail, but the taste and difference of these kinds of tea are simply described. These kinds of tea were planted in the Ming Dynasty, but they were lost later. Leaving aside the cultivation of tea trees, let’s study the time of tea picking. Whether before or now, spring is considered to be the key time for tea picking. This should be related to the climate conditions in spring. Compared with the tea picked in other seasons, spring tea is more tender and moist. When tasting spring tea, tea tasters usually need pre-cooperative tea, Pre-rainy tea and Pre-rainy tea. At this time the tea is divided on such a meticulous basis that it is not season, but season. The picking time of preschool tea is half a month earlier than that of pre-Ming tea, so the taste is more delicate. During the Ming and Qing Dynasties, many scholars preferred this kind of tea. Even some poets have made a poem for this purpose - “Enjoy the autumn queen chrysanthemum, but forget the tea before the club” [1]. From this we can see that these literati and ink-writers really have no resistance to pre-club tea. In the historical materials, there are many records about the people of Guanyi in Ming and Qing Dynasties who are keen on good tea. Even some people in Guanyi will put other favorite things into tea, or use tea as...
medicine. It is not questionable whether this practice is scientific or not, but it is enough to see that the people in Guanyi during the Ming and Qing Dynasties were really unable to let go of good tea. Because of the humidity and temperature difference in Lingnan area, many people in Guanyi love tea to calm their inner agitation. The people of Guanyi are very careful about the choice and taste of tea, which is worth exploring and studying.

3. MING AND QING DYNASTIES GUANYI LITERATI AND TEAWARE

Before the Ming and Qing Dynasties, there were as many as 25 kinds of tea sets recorded in the Book of Tea. This is because before that, people usually drank tea cakes. Before cooking, they had to undergo complex operations such as grinding. After the Ming Dynasty, people began to use loose tea. The cooking process was simplified a lot, so the tea set was also simplified a lot. According to the records of Changwuzhi, tea sets are mainly divided into five categories: tea washing, tea stove, soup bottle, teapot and tea cup [2]. Tea is first washed and cleaned, and then put into a soup bottle and add water to prepare for cooking. Put the soup bottle on the tea stove, add fire and boil it, then put it into the teapot. When tasting tea, pour the tea from the teapot into the tea cup for tasting. Many of these tea sets have been improved in later generations, but the general tea tasting process has not changed at all. Tea washing, tea stoves and teapots have been basically integrated in modern times, all of which are replaced by teapots.

Nowadays, in the process of tea tasting, a teapot can be used as a tool to wash tea, and then put it after boiling tea, just pour it into the cup when drinking tea.

Figure 1. Ancient tea set

4. MING AND QING DYNASTIES GUANYI LITERATURE AND TEA CULTURE

In the previous historical materials on the study of the Ming and Qing Dynasties, literati often downsized, immersed in nature, chatting while tasting tea, happy. It has been recorded by scholars that only when people are in a quiet and distant environment can they realize what is really meagre fame and love for landscapes. In the deep mountains, abandoning the worldly troubles, chatting with two or three friends about the world’s affairs, not pursuing secular fame and wealth, not fighting for meaningless fame, putting all thoughts between the mountains and rivers, tasting a cup of tea, but thousands of thoughts, is really a rare interest. The water in mountains and rivers has been mentioned repeatedly before, because the literati regard water as the soul of tea. No good tea can taste good without good water. For well water, spring water and river water, scholars in Ming and Qing Dynasties preferred spring water to make tea, and wrote many famous words of praise. For example, after tasting the tea brewed by the spring water, Li Huanzhang once said, “I smell the water clean and fragrant, which is for famous tea to cook green” [3].

4.2. Carry Things to Express One’s Ambition

In short, tea is the source of inspiration for poets. It is a pleasure for poets to seek inspiration from their teacups and naturally endow them with poetry.

4.3. Life Trifles

It seems that expressing one’s ambition by loving mountains and waters is something elegant, but not...
always in life. In life, we are mostly exposed to trivial matters, ordinary life experience extraordinary interest is the true connotation of tea culture. Tea culture has been fully integrated into the lives of literati in past dynasties and literati in Guanyi, who enjoy talking about it. During the Ming and Qing Dynasties, a poetess left such a famous sentence: “Xiaoshu flavor evaluation of tea, meticulous mood meter rice salt” [5]. First taste of this poem, feeling that this poem is depicting the trivial things in daily life. But when you read it carefully, you can feel different from the old customs in your life. This is precisely where the rich connotation of tea culture lies, which is to let people experience the unusual atmosphere in ordinary life and bring a little peace to our hearts.

4.4. Exchange
Whether in the past or nowadays, literati and ink visitors, even ordinary people, receive guests at home with tea ceremony. This shows that in the past, tea ceremony was an important supplement to connect people’s emotional ties. If two people are not familiar with each other, then sit down and sip a cup of tea slowly, chat and get to know each other. If they are good friends but haven’t seen each other for a long time, then sit down and have a good chat and get in touch with each other. The long lost feelings will surely be found soon. Tea ceremony is a kind of etiquette, but also a kind of respect. Between exchanges, tea ceremonies are prepared to show respect for each other, and the basis for friendly exchanges will be established.

5. CONCLUDING
Through the above discussion, the tea culture and history of literati in Guanyi in Ming and Qing Dynasties are almost understood. Before, few people thought that Dongguan was also one of the places where tea culture was inherited and developed. Now, they are afraid to change it. The pursuit and love of tea culture in Guanyi Wen people have blended into many of their own emotions and formed their own unique style. Due to the limited materials available for the author’s study, some of the views in this paper may be biased, and people in the industry are welcome to point out the confusion. In a word, the “Tibetan Tea Capital” is not in vain, but supported by historical data. Nevertheless, we still need to have a deeper understanding of Dongguan as a city for our research. Only when we have a reasonable basis can we let the world recognize such a reputation and let the city of Dongguan radiate its unique charm.

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Application and Practice of Wireless Sensor Network in Intelligent Nursing

Zhao Yu¹, Aijv Lei², Chen Tian³,*
¹Zhoukou Normal University, Henan, 466001, China
²Zhoukou Central Hospital, Henan, 466000, China
³School of Logistics Management, Wuhan University of Technology, Hubei, 430000, China
*E-mail: 215771666@qq.com

Abstract: With the continuous increase of human population, every country has begun to enter an aging society. The degree of aging in China ranks first in the world. At present, the total number of elderly people over 60 years old in China is 169 million. It is estimated that by 2050, the proportion of the elderly over 60 in the total population will reach 31%. Under the increasingly severe requirements of the aging society, new requirements have been put forward for the medical and health conditions of the elderly. Therefore, wireless sensor networks have emerged as the times require. The use of wireless sensors in the medical and health care of the elderly can continuously enrich medical data through continuous detection. In addition, early warning response can also be issued in time to greatly improve the efficiency and quality of medical treatment.

Keywords: wireless sensor; intelligent nursing; application and Practice

1. APPLICATION AND DEVELOPMENT OF WIRELESS SENSOR NETWORK IN INTELLIGENT NURSING

Before wireless sensor is applied to medical care, the monitoring methods used in hospitals are all fixed detection instruments. By pasting sensor probes on patients, information transmission and exchange between patients and monitoring equipment can be realized. However, the complex equipment itself and numerous connections will also bring psychological burden to patients, and will have a certain impact on the accuracy of the results of the examination [1].

With the development of the aging society, most of the diseases of the elderly are chronic diseases, which need to be monitored and managed at all times. Before the application of wireless sensor network, the monitoring and management of chronic diseases mainly relied on wired mode or simple wireless data receiving and transmitting device. The device installed on the guardian is often not flexible and scalable [2].

With the application of wireless sensor network in medical care, it provides a new solution for wireless signal transmission of monitoring sensors. Nodes in wireless sensor network cover tens of meters, and have good scalability. Sensor nodes can be added to the sensor network to achieve the purpose of expanding the coverage. The transmission rate in wireless sensor networks can fully satisfy the transmission of these monitoring information. In addition, nodes in wireless sensor networks can join or leave freely. It has the characteristics of flexibility, low energy consumption, low cost and good expansibility [3].

2. APPLICATION OF WIRELESS SENSOR NETWORKS IN INTELLIGENT MEDICINE

2.1. Application Form of Body Area Network

Body area network (WAN) is one of the application forms of wireless sensor network (WSN) in medical care. In essence, WSN is attached to the human surface or implanted into the human body. Collection and transmission of these important physiological indicators, including body temperature, blood pressure, blood sugar, electrocardiogram and so on, as well as detailed recording of various human motion information, provide automatic therapy control in a certain way [4].

Body area network itself needs to use wireless technology with relatively low energy consumption and transmission. Nowadays, most of the wireless medical care systems mainly include the following services: ZigBee, WLAN, Bluetooth, implanted medical communication services, telemetry services of wireless medical care and so on. Among them, implanted medical communication service is one of the best choices for medical sensor nodes because it can effectively avoid the interference of other radio devices in the transmission process.

There is now an implantable body area network medical system based on implantable medical communication services. This medical system is mainly composed of the following parts: sensor nodes, central controller and receiving terminal of medical center.

The workflow of this medical system is roughly as follows: the node sensor obtains the first-hand data by detecting various physiological indicators of human body, and then transmits the detected data to the central controller by implanting medical communication service. After receiving the data, the central controller packages the data and sends them to the receiving terminal of the medical center through Internet communication technology. The medical center can see all the original data through the
terminal interface, and store all the data in the hospital’s own database (roughly as shown in Figure 1). This form of body area network has good expansibility and flexibility. But the biocompatibility of the sensor and the influence of the internal environment on it also need to be solved.

Figure 1. Workflow of Medical System

2.2. Application Form of Personal Area Network

The application form of this personal area network is still human-centered, but the data detected is no longer the physiological index data of the human body, but the environmental factors and changes around the monitored people are monitored. The voice, air pressure, temperature, illumination and humidity near the monitored person are monitored by the nodes in the network and many portable devices. In order to achieve the purpose of guardianship, scene information can be displayed. The general system layout is shown in Figure 2.

Figure 2. System Layout

In this application form, there is also a representative device, that is, wireless personal assistant device. The system supports a blood sugar meter and a continuous glucose sensor. In this device system, there is no need for tedious transmission process, only the user interface can be used to control these devices, but also the data can be obtained from situational awareness. The device system itself has many characteristics such as modularity, good expansibility and integration, but its most obvious disadvantage is that the energy consumption is higher than other methods, which is also a problem to be solved in the future widespread application.

3. PRACTICE OF WIRELESS SENSOR NETWORK IN INTELLIGENT MEDICAL CARE

3.1. Health Testing

The most widely used field of wireless sensor network in the field of medical care is health...
monitoring. The main data include electrocardiogram, pulse number, body temperature, heart rate and blood pressure. The main use focus is still on data capture and transmission.

At present, there is a three-layer sensor network for wireless medical monitoring. In this wireless sensor network, it can be divided into three layers. The first layer is mainly the sensor responsible for monitoring the pulse, blood pressure and other aspects. These sensors form a star network through each node to identify the organization protocol. The second layer is mainly responsible for data transmission. When the monitored person is at home, the data can be transmitted to the real interface of the control terminal through the nearest node in the network. The third layer is mainly responsible for the analysis of the physiological indicators data transmitted, and feedback the results of these data to users through mobile app or telephone.

3.2. Motion Detection
Older people over 60 years old, whether in terms of physical fitness or recovery ability, have greatly declined. Once the elderly fall down in the process of exercise, in some cases it will cause extremely serious consequences. Therefore, it is necessary to monitor the exercise status of the elderly. As people pay more and more attention to privacy, the detection tools gradually change from cameras to motion sensors such as acceleration detection, and monitor the posture and walking state in the process of movement, so as to prevent the falls of the elderly.

Under this requirement, there is a motion sensing system that can be used as a typical case. The system uses a three-axis accelerometer to recognize the state of motion by calculating the measured data. The base station in the system is responsible for collecting the accelerometer data and uploading the data to the terminal server for analysis and processing. Its detection accuracy can reach 81% if it is worn near the chest. However, the monitoring of some fall-like movements such as jumping or fast sitting is a problem that needs to be solved in the wide application of this system.

3.3. Dietary Status Testing
The diet of the elderly, the patients with chronic diseases and the elderly with cognitive impairment also needs real-time monitoring. The diet here mainly includes daily diet and medication. In this regard, the monitoring of drug dosage is more important. In this case, wireless sensor network and radio frequency identification are combined to monitor the medication of the elderly.

This system mainly includes three parts: the first part is the drug monitoring system, which monitors the packaging of drugs and obtains the dosage from the database. The second part is patient positioning system, which monitors the location of patients and reminds the patients of the type and quantity of medication they take. The third part is the base station system, which sends these information to personal terminals for reminder.

3.4. Daily Activity Detection
In addition to the special situations mentioned above, the daily activities and behaviors of the elderly need to be monitored. For some people with Alzheimer’s disease (Alzheimer’s disease), such monitoring is only to adequately monitor the safety of the elderly. At present, it has been developed by a team with such a unique wireless personal system. The system itself has many functions such as perception, location, wireless communication and so on. At present, the system also provides the function of reminding the time of daily activities, detecting various physiological indicators and communicating with doctors, which ensures the safety of the elderly living alone. Later, a quality-of-service assessment device was added to the system, as well as an ultrasound technology to track people and objects. This system uses mobile phones as collecting and displaying terminals, which facilitates the life of the elderly living alone.

4. CONCLUSION
Under the increasingly severe requirements of the aging society, new requirements have been put forward for the medical and health conditions of the elderly. Therefore, wireless sensor can be used in the medical and health care of the elderly. Starting from the current situation of wireless sensor network in medical care, this paper analyzed its main forms and time in medical care, hoping to provide some inspiration for the future development of intelligent medical care.

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REFERENCE
A Study of Clan Drama Troupes from the Perspective of Cultural Heritage

Haimeng Li*, Qinglan Xu
Hubei Normal University, No. 11, CI Hu Road, Huangshi, Hubei, China
*E-mail: lihaimeng1982@163.com

Abstract: In the 21st century, the focus of opera study has changed from art study to micro society study. With the study of the basic organization of drama performance as a breakthrough point, the study of Kun Opera and local small drama club gradually become the mainstream of the study, and the commercial operation of the drama troupe is regarded as the starting point. In this context, the non-profit clan drama troupe has attracted less attention. This paper compares the clan drama troupe with the family drama troupe, and holds that the members within a clan drama troupe are related and the clan drama troupe has strong public character in terms of operation, which plays an important role in maintaining the cohesion of the clan.

Keywords: clan drama troupe; family drama troupe; clan

1. INTRODUCTION

Opera performance is a comprehensive art, not an individual act, even a one-man show is the same. Opera performance must be a group collaboration, so there must be a group, called drama troupe. The study of drama troupe is an important sign of the research turn of Chinese drama history since the 21st century. As Fu Jin said, “the study of drama by Chinese scholars mainly focuses on the study of scripts, the study of music (mainly refers to the study of rhythm), the study of scriptwriters, and the study of performance have always been neglected, and the study of drama troupe has been especially neglected. Not only are formal studies rare, but there are actually very few records of the drama troupe and actual performances [1]. The first reason lies in the value orientation and literati tradition of “the gentleman speaks righteousness without speaking benefit”. When the understanding of drama as an art is in conflict with understanding of drama as a commercial performance (actually, they are and must be firmly combined in reality), most researchers do not hesitate to study the nature of art, namely, the study of drama literature and music. Secondly, as drama reflects the reality of human beings and people's aesthetic pursuit, and embodies people’s recognition of the value of life and ultimate concern, studying its art nature can solve this problem. It is precisely because of the deepening of a large number of surreal, utilitarian literature and music researches that the opera, while satisfying the entertainment and immediate interest demands of the public, can also go further, providing ideal for reality, making clear the future for The Times, and demonstrating the independence and self-discipline of human spiritual activities. From the realistic situation presented to us by social development, no matter the classical art theory in ancient China or Europe, or even the art theory in India, central Asian countries and all nations in the world, there exists such a tendency of focusing on art and neglecting commerce.

2. METHOD

However, it is not enough to have such a study. The fundamental property of drama as art lies in the practice of drama in society, namely, performance. As Bourdieu puts it, “the practice is not only an individual strategic behavior, but also a key approach for utlural reconstruction and social order remodeling”. Through the social practice of performance, the drama not only realizes the text and music, including the artistic form and content transmission of performance, but more importantly, conveys the meaning expression contained in the art form through social practice. Focusing on the text of drama and music morphological study, it reveals the “drama” as an art form, showing the static symbolic exposition and how to combine, display and display effect mechanism and possibility. Art is not only static (the static character refers to the external form and text of art), but also dynamic, procedural, and behavioral, that is, art is a kind of social production, in the social and cultural environment of art production. Art occurs, manifests and realizes in social culture, and the value and meaning of art is reflected in this process. Meanwhile, it also produces social culture, forming a spiral ring that is circular but not closed. In this regard, the study of art as text or form separate the dynamic production process of drama and the static production of drama as a result, which cannot fully reveal and explain the social production process of drama. Nevertheless, it is a good solution to include “people” -- artistic producers -- opera performers in the research field. People are socialized, internalized and also continue and pass on social culture. Actors of drama performance are interrelated and structured in the social organization (i.e., drama troupe) of drama performance, accurately positioning their roles, participating in the social practice and communication of drama performance, and constituting and maintaining the operation of this
field. “Drama troupe is not only a professional organization to make a living, but also a collective for artistic production. The special form of drama troupe organization is bound to be restricted by social political and economic conditions. And specific art production development condition is limited by by specific organization condition. Many artistic phenomena cannot be solved without studying the history of drama troupe development” [2]. This is the study of drama troupe with “people” as the leading role.

When Qi Rushan made a detailed record of all aspects of the Peking Opera class around the 1930s and compiled a book named “Drama troupe” [3], the study of Chinese opera began a new path, or we can say “a new era for Chinese drama research was initiated” [1]. However, the historical inertia is huge, and the wheels of drama research are still sliding forward. It was not until the 2000s that the study of drama really began to accumulate and enter the climax of research. Of course, there was some research literature before the 2000s. In 1963, Xian yuqing’s “six provincial drama troupes in Qing dynasty in Guangdong” [4] studied the troupe association, guild, singing activities of the provincial drama troupe in Qing dynasty in Guangdong, as well as the relationship between foreign trade and local drama troupe. Unfortunately, due to the political environment at that time, the paper had little influence. In 1991, Zhang Faying started the study of drama troupe and published the first systematic study—“the development history of drama troupe in China” [5]. Then, with the implementation of the Chinese university of Hong Kong Cantonese opera study programs, Chen shou-ren presided over and carried out a series of studies on Chinese drama troupe of anthropology, and published an album [6], which was a collection of the anthropological micro-ethnography of Qiu kun-liang, a Taiwanese scholar, based on a 1976 field survey of the Taipei drama troupe, min ‘an drama troupe. At the same time, mainland scholars published “the History of Li Family drama troupe of Peking Opera” [7] and “the Thirty Years History of Fuli cheng” [8]. In this stage, the research results of drama troupe are not large, and the methods are diverse. The researchers are relatively scattered and have little communication, and there is no joint force to promote the development of drama troupe research.

After entering the 21st century, the study of drama troupe has shown a flourishing situation, mainly in the research methods, some of which have continued the tradition of literature research, while some of which have borrowed the anthropological theories and field methods.

In terms of literature research, some universities and academic institutions in the city cluster of the lower reaches of the Yangtze river centering on Nanjing continued the tradition of literature research in the study of opera, mainly based on the singing of kun opera, carried out in-depth research on the study of the family drama troupe in the Ming and Qing dynasties, and set off the peak of Chinese drama troupe. Monographs such as Zhang Faying’s “Chinese family drama troupe” [9], Liu Shuiyun’s “research of family drama troupe Ming and Qing dynasties” [10], Yang hui-ling’s “Study on drama troupe: the family drama troupe in Ming and Qing dynasties” [11] as well as papers of Liu shu-li, Li zhen-fen, Zhang sheng-jun, Huang shu-la, Shi xiao-ling, Yang hui-ling, Zhu jian-hua made in-depth analyses of the family drama troupe in Suzhou, Yangzhou, Taizhou, Hangzhou during the Ming and Qing dynasties and discussed the interaction between family drama troupes and the society at that time. As there are few literatures of other operas, and it is difficult to form the mutual confirmation of literatures, and most of them focus on kun opera. From the perspective of management, Zhang song-yan, Zou li-hong, Qian zhi-zhong, Liu Qing et al. focused on the operation and management of drama troupe, especially on financial management and market competition. Sheng Hui’s “Research on the management mode of modern Beijing folk drama troupe (1840-1937)” [12] is a special topic. In terms of regional drama troupe research, Huang Tao and Huang Wei studied Guangdong drama troupe, Wu xin-lei studied Kun drama troupe [13] in Yangzhou and Suzhou from the aspects of operation, drama and actor.

In terms of field investigation, Fu Jin’s “the power of grassroots: field investigation and research of Taizhou drama troupe” [1] is an perfect example. By means of field research method in anthropology, the Taizhou region of the 1980s to more than 20 folk troupe for 8 years of participant observation, he observed more than 20 folk drama troupes in Taizhou since 1980s for 8 years, studied the history and current situation, internal structure, economic operation mode, performance form and life style of the performers in detail, and revealed the flexible operation mode and tenacious vitality of the folk drama troupes. This book attracted extensive attention of the theatrical circle, triggered the intense interest in the study of drama troupe and field investigation, based on which and a number of research results have emerged.

Scholars focused on local private small drama troupe, such as Xia Yue to Wuxi opera, Yang Gongzhi to Hequ Er-Ren-Tai, Zhang Yinghua to Shiqian puppet show, Wangqi and Zhao Qianzhi to Wanbang opera, Li Cheng to Luzhou opera, Li Zhenzhi Yu Wu’an Luozhi opera, Hu Jianzhi to Tiqin opera, Wang ya, Shen Qi and Qian Yingzhi to Puzhou opera of Shanxi Province, Dang gui-mei to Daqing Shadow Play. Most of them take a certain drama troupe as the object for case study. Based on the first-hand data obtained from the field work, these studies describe the drama troupe from different aspects such as history, current situation, class master, member composition, inheritance relationship, economic operation, survival
mode, performance form, performance play and living state in contemporary social and cultural environment. Therefore, the basic pattern and management mechanism of the drama represented by each drama troupe, as well as the interaction between drama troupe and regional culture can be known. The academic level and value of these studies vary. In terms of the study of clan drama troupe, there are only two literatures, namely, Zhang Dan’s “investigation and research on Zhang family’s folk music in Shuangquan village of Huayin, Shaanxi” [14], and Yuan huan’s “Study on Huizhou mulian opera -- taking clan drama troupe “Ma Shan Troupe” as an example” [15]. Both literatures paid more attention to the analysis of drama from perspective of music, and discussed the supporting, daily operation and inheritance of drama troupe from the special service object of clan drama troupe. In particular, in the analysis of folk music of Zhang family drama troupe, the literature explores the cultural value reflected by the family inheritance phenomenon of Zhang family drama under the influence of farming culture and clan system in traditional Chinese culture.

3. Discussion

3.1. Classification of Drama Troupe by Economy and Relationships

Xie yu-feng points out in the editorial on three classes of drama troupe in ancient China, “from the perspective of the development of ancient Chinese drama history, ancient Chinese drama troupe can be divided into three categories according to its composition, namely family drama troupe, family-owned drama troupe and professional drama troupe. The so-called family drama troupe refers to the dram troupe consisting of family members. The so-called family-own drama troupe refers to the drama troupe raised by rich gentry” [16]. This argument is based on the examination of ancient literature by Xie yu-feng. However, from the perspective of folk culture, based on the vast rural areas of China since the Ming and Qing dynasties, the conclusion of Xie yu-feng is inevitably biased. Since the entry into intangible cultural heritage in 2012, the author made investigation on intangible cultural heritage in the vast region of southeast Hubei (Southeast of Hubei province refers to xinning city, huangshi city and its five counties, including chibi city, dayi city, xian’an district, jiaju county, chongyang county, tongcheng county, tongshan county, yangxin county. As it lies south of the Yangtze river, southern Hubei province is also known as “southern Hubei”), and found that a large number of clan drama troupes existing in history or reality in southeast Hubei, which are different from family drama troupe, family-owned drama troupe and professional drama troupe. The clan drama troupe differs from the family drama troupe and the family-owned drama troupe in two aspects: the relationship between the members of the drama troupe and the basic function of the drama troupe. According to the classification discipline: “according to different research purposes, classification can be conducted from different perspectives and with corresponding standards... The scientific nature of classification lies not in the selection of researchers or people’s perspectives, but in whether the classification process has logical hierarchical relations and whether the classification results reflect the essential properties of objects” [17]. From the relationship between the members of the clan drama troupe, according to the “differential order pattern” of Mr. Fei xiao-tong, from the perspective of “family”, “family clan” and “peer”, the relationship between members within a drama troupe moves from the blood relationship to the geographical and horizontal relationship, that is, from family blood relationship to kinship relationship, to patriarchal relationship and industrial relationship (which is embodied as the quasi-blood relationship between teachers and siblings). Finally, “I” as the center, like throwing a stone into the water, and more people are connected into the social relations. Like a ripple of water, it rolls out, and the further it goes, the thinner it gets [18] until it is close to pure partnership. In this process, the economic significance of the members in the troupe is getting more and more serious, developing from the initial economic non-separation to the purely economic operation. From the perspective of the basic function, all the drama troupes have the most basic entertainment function, but this is the result of viewing from the perspective of the audience. If changing to the perspective of drama troupe, this kind of basic function will produce close relation with “economic profit”. In this perspective, most of the drama troupes, except the private family troupe and clan troupe, are performing for profit. To be specific, the basic function of the family-owned drama troupe is to perform opera performance in accordance with the requirements of the patron, for the purpose of entertainment, rehearsal, social contact, or even to a certain extent, commercial profit performance can be performed outside the home. In contrast, the clan drama troupe is completely far from commercial profit performance, and its purpose is to serve the clan affairs, including all kinds of folk affairs and the affairs of clan members, while the purpose of the service is to strengthen the cohesion of the clan while absorbing the contract.

3.2. Family Drama Troupe

The members within a family drama troupe are all family members, or are mainly the family members. In other words, the members of the family drama troupe are family members, and the members have marriage relationship, or blood relationship, or adoption relationship, and so on. They can live under the same roof of four generations, or even five generations, but in their essence, members live together and have the
unity of economic and external social activities. Wu \textit{zi-mu}, a scholar in Song dynasty pointed in the chapter of “\textit{BaiXiaYUJi}” of his books “\textit{Dream Liang Lu}”: “There are hundreds of people, with their sons and daughters, gathered in a village to play drama, in order to earn money for buying residence and wine” [19]. This situation is also reflected in the southern opera “official’s disciple makes a mistake”. In a family drama troupe led by Wang En’shen, his daughter Wang Jinbang took the pillar role of the troupe, and his wife on the court said: “My name is Zhao Qianmei, now I am old, and I only live on my daughter’s opera performance. I was originally from Dongping prefecture, and now I took my daughter to Henan province to perform a number of operas. This morning I put up a plan, so I could not help calling the Henan province to perform a number of operas. This daughter of zi-mu, a scholar in Song dynasty pointed in the chapter unity of economic and external social activities. Wu and has the nature of a scientific class [21]

repertoire compilation and entertainer endowment, which is not only a performing unit, but also an artist relations. Drama troupe has many social functions, “survival and the continuation of art, the most family member playing music, the whole family can families from the happy families. Yue-Ji system and lasted for over 1300 years, produces the happy families. Yue-Ji system produces music family, which belongs to low birth position, with low social status, as long as there is a family member playing music, the whole family can not come out of this inferiority. Based on the need of survival and the continuation of art, the most convenient is the group formed by family and kinship. “The comprehensive work of class, club and league include economic revenue and expenditure, personnel training, performance arrangement and social public relations. Drama troupe has many social functions, which is not only a performing unit, but also an artist training school, as well as an institution that organizes repertoire compilation and entertainer endowment, and has the nature of a scientific class [21]”. Nowadays, family drama troupes are still active in rural areas. For example, Hunan Yongzhou Daily reported on the folk troupe in Dao county on December 2nd, 2006.

With the development of economy and the increase of people’s cultural demand, the amateur art groups in Dao county have developed rapidly. Many of these amateur troupes and bands are composed of family members and other literary and artistic talents. Some are couples, some are father and daughter, some are mother and daughter. Wu Oulian amateur troupe, founded in the late 1970s in Baimadu Town of Dao county, is an amateur troupe mainly composed of Wu Oulian family members and now containing 16 amateur performers.

The “Square Stage” mass cultural activity in Dunyi square was organized by Zhu yongzhi, director of Daojiang town cultural station in Dao county, and his wife-Wu changmei [22]. In the report, the reporter clearly pointed out that the members of amateur troupes are mainly family members, and their relationships are marriage (husband and wife), blood (father and daughter). At the same time, other personnel are absorbed in the performance needs and upon insufficient number of family members. There are such family drama troupes in Sichuan as well: Lu daowei, the ganger of “Wei’s family drama troupe” in Liaoyuan village of Jiannong town, Shawan district, Leshan city, summoned a large family members to the courtyard dam for the last rehearsal. Over the past 18 years, the Wei’s family drama troupe, which consists of more than 20 members, including grandpa, son, grandson, granddaughter, daughter-in-law, son-in-law, cousin and cousin, has been active in the Moshui river all year round [23]. “Compared with the drama troupes in Yongzhou of Hunan province, Wei’s family drama troupe in Sichuan province is completely based on family relations. There are not only blood ties, such as father and son, grandfathers and grandsons, Cousins, but also the traditional family’s so-called consort participation”, Lu dao-wei said.

Due to the requirement of less number of performance persone, small plays such as “two small play”, “three small play” or juggling tricks in many places can be performed by family drama troupes. For example, Yangxin tea opera, Huangmei tea opera and Jujiang tea opera in the stage of “three small operas”, as well as the early Huang mei operas including “Shanbo’s Visit to Friends”, “Two Girls Watching Lanterns”, “Running Away from the Water Scarcity”, “Go to Fair”, “Crossing the Boundary Ridge”, “Pulling Bamboo Shoots”, “Couple View of Lights”, “Meeting on Lan Bridge”, “Selling Cotton Yarn”, “Wang xiao-liu Sells Shoes”, “Asking for Dowry”, “Giving Silk”, “Embroidering the Small Bag” all require a small number of performance personnel (2-3 persons). In addition, for the accompaniment system of the gongs, the band only needs three players: drum, gong and bangzi, and even these three instruments can be combined through a simple mechanical system. In this way, simple acting activities can be started, with three people less than five more, which is feasible and very economical for a family drama troupe consisting of two or three generations.

This kind of family drama troupe is widespread in the formation and development stage of many folk drama. For example, in the transformation stage of local operas Mao qiang Ben zhougu to Mao zhougu in Shandong, Ding’s family drama troupe appeared. According to the “Lao manzhou” descendants recalled, “Lao manzhou” originated in northern Jiangsu, whose parents sang the soul cavity, and local people in Zhucheng called the soul cavity “Hai Maozi”. In 1860, the “Hai Maozi” couple and their daughter came to settle in a cowshed in Junxian county, Shandong province. In 1897, she founded “Ding’s family drama troupe” consisting of mainly females, and the members can generally get a glimpse of its appearance.
from the memory of Wang fuju, grandson of “Lao manzhou” and his granddaughter Wang chunyan. “Lao manzhou” gave birth to three sons and four daughters, among which six were able to play drama, together with the husband, son-in-law, the number of people in the Ding’s family drama troupe could reach more than ten.

The key man of “Ding’s family drama troupe” is “Lao manzhou”, and actors and drummers are all family members. After the death of his first husband, “Lao manzhou” and her second daughter married to Fu xue and Wang yulin, respectively, the local artists who sang the “ben zhou gu” drama. The combination of marriage has contributed to the integration of “cavity soul” and “ben zhou gu”, together with the emergence of famous figures in the descendants of “Lao manzhou”, making the “Mao Qiang” of Ding’s family drama troupe have been handed down till now [24].

The functions of the family are divided into three categories: the original function of the family, namely the production of the person, including family fertility, raising, raising, education, looking after and the socialization function of the person; the economic function of the family, namely the production of human beings, including the material production and consumption function of the family; the derivative function of family, that is, the function of organizing people’s social life, mainly includes management, rights, culture and entertainment, belief, emotion and other functions. “In the small world of family, social economic relations and family kinship relations are combined, production and consumption are combined, and material production and population production are combined, forming a natural economic community that is difficult to disintegrate easily” [25]. From the development and continuation of “Ding family drama troupe”, we can see that family drama troupe is the structure of the blood and marriage. This is largely in line with the family functions as described by Liu maosong. What’s more important is the economic function, which can be reflected by the choice of “Lao Manzhou” after the death of her first husband.

This kind of family drama troupe quickly disappeared in the “drama reform” in the 1950s and 1960s, but reappeared in the 1980s after the cultural system reform, and became an important means for became an important means to support their family after the 1900s. For example, Li Cheng surveyed “Lu drama troupe of Ang family” in Wuwei county, Anhui. The “Lu drama troupe of Ang family” originated from “Lu drama troupe of of Ji Family”, also known as “Lu drama troupe in Tanggou of Wuwei county”. The old ganger Ji xue-jiu, aged 66 years old, is the stepfather of Ang Chaoxia, the current ganger of Lu drama troupe of Ang family. In the mid-1980s, Ji xue-jiu started his troupe in Wuwei county, having a tough time. In early ’90s, the three sisters of the Ang family finished learning of opera, the big girl Aan chao-fang, had a forthright nature and a shrewish personality. Although she was a daughter, she had a man’s temperament and a deep voice, so the ganger of the troupe asked her to play young man’s role in the drama. The second Ang zhao-xia, had gentle personality, beautiful eyes, sweet voice, who was the best candidate for a female role, and she had long been responsible for such role in the troupe. The third daughter, Ang xiao-hong, was lively and witty in character, who could play the role of lovely and innocent girl. In this way, the pillar backbone of a drama troupe is basically in position.

By the late 1990s, the reputation of the Ang’s three sisters was growing in the region. In the second half of 2000, Ang chao-xia started her own troupe, with the original ganger kept, but the name of the theater was changed to “Lu drama troupe of Ang family”. It has been 7.8 years since the new ganger started her own troupe [26].

It can be seen from this example that the development of the Lu drama troupe of Ang family was actually developed by the family troupe composed of the father and 3 daughters.

Due to the limitations in the selection of performance plays in the family drama troupe -- the whole opera containing more characters and “big drama” cannot be performed, and the operation features of the troupe based on the role system of Chinese opera - the leading role is the core determining the economic benefits of the troupe, it is difficult for the family drama troupe to expand the casting range, as a result, the performers in family troupe cannot compete with those in professional troupe in terms of stage performance. Therefore, in the development of Lu drama troupe of Ang family, other opera practitioners gradually joined in. Owe to the social reputation of “Lu drama troupe of Ang family”, Lu drama troupe of Ang family has been expanded and divided, thus completely separated from the category of “family drama troupe”.

From the above examples, it can be seen that one of the most important characteristics of the family drama troupe is the relationship between the members, that is whether the troupe is mainly formed by the direct structure of marriage and blood relationship. This is also the basic point that the clan drama troupe is different from the family drama troupe. 3.3. Clan Drama Troupe

The members of the clan drama group are closely related. The clan drama troupe is established by the clan as a collective. In other words, the ownership of the clan drama troupe belongs to the clan, not to an individual or a single family. The “play box” required by the troupe as well as materials are collectively provided by the clan, or by raising funds or dedicated by a member in a spirit of friendship. If a family has strength, it can set up a drama troupe. If the family power is limited, it can join with other families of the same clan to purchase drama box, teach, set up drama
Based on a certain family. This is mainly due to the geographical environment of the
mountains and hills in the southeast of Hubei, and the production mode of male ploughing and female
weaving provide the necessary conditions for the local people to live together.

The concentrated village morphology of the southeast of Hubei is actually the product of the settlement of the immigrants after the Song dynasty, which is not only influenced by the patriarchal ideology and accustomed to familial settlement, but also subjected to the mountainous and hilly terrain of the local area. Immigrants are actually looking for settlements as they continue their migration. Each settlement continues to multiply into a village. Because of the different successional migration, village diffusion and layout are different. Owe to the advantages of early migration, land resources are abundant, which presents a close and diffuse diffusion mode, and forms a group family settlement in a certain area, called “People in several villages have the same last name, and tend to choose the clustered living style. In contrast, due to the competition situation, the late immigrant families were limited by resources and had to settle down in different places, developing into the situation that “people in one village have the same last name, people from different villages have different last name” [27].

Based on such characteristics, the geographical distance between different families is very close, which lays a good foundation for them to conduct common clan affairs. Moreover, as they belong to the same clan, the objective reality also requires that in competing resources with other clan forces and resisting natural disasters, they need to strengthen the connection with each other to enhance their strength. This provides a good motive for the establishment of

village settlement in southeast Hubei.

The Southeast Hubei lies between the south of Yangtze river and the north of mufu mountain, faces the north of Jiangxi in the east, Xiaoxiang in the south, Jingchu in the west, and Wuhan in the north, which is a transition zone from jianghan plain to jiangnan hilly. Its geographical features are mainly mountainous and hilly, with staggered distribution of hilly and basin, and mountains and fields are crisscrossed with streams and springs. This landform is in line with the principle of “sitting villages by mountains and by water”. At the same time, basins and rivers of different sizes provide favorable production conditions for traditional farming. The interlacing of paddy fields and dry land constitutes the type of cultivated land in southeast Hubei, where agriculture has also become a major local industry. In Yangxin county, “people farm lands and plant trees, without uncultured being left, art is valued for the simplicity, skills are valued for the hard work, there is no big business”. Tong county is also characterized by “men cultivate land, women make textile, merchants are rare, officials focus on knowledge, the people are simple and honest”. It can be said that the geographical environment of the mountains and hills in the southeast of Hubei, and the production mode of male ploughing and female weaving provide the necessary conditions for the local people to live together.

The full-scale drama is well developed and has detailed division. In Qing dynasty, Li Dou pointed out in his “Yangzhou Pleasure-boat” that the costume of drama can be divided into 4 boxes, including clothes, headpiece, sundries, and handheld object”. Modern Peking Opera further divided the suitcase into large suitcase, second suitcase, three suitcase, together with helmet box, flag box, combing desk, which are called “five boxes one table”. Among them, the big suitcase contains “civil clothing” type robe, the rich garments for men, python clothing and so on more than 20 kinds, and twenty different kinds of dresses for women. The second suitcase is “martial suit” and short coat, including a dozen kinds of clothing, armour and archery. The third suitcase contains auxiliary items such as table girth, chair frame, towel belt and play shoes. The helmets are packed separately in a box, including thirty or forty different types of hats for officials, kercief and civilians and 30-40 different kinds of women’s fengguan, baotou. Sundries box contains various RanKou, boots, tents, masks, whip, dust, hand fan, tokens, and large gongs, suona, horn, trumpet and so on, more than a hundred of types. Handheld object box contains various kinds of luan weapons. There is a saying that “it’s better to wear out than to wear wrong”. It really takes a lot of money for the clan to put these things together.

Secondly, the education and learning of drama troupe needs certain funds. The study of opera is a long course, even if only requiring to play a drama completely (not play a drama perfectly), a drama troupe must have a pillar actor. The training of a actor in the clan troupe is different from that in the professional troupe. The former is not subjected to high requirements in opera performance, but also need a long process of study. Moreover, according to the status quo of traditional rural China, opera is just a way for the clan to entertain their gods and themselves, which should not affect the agriculture as the main industry. So they are required to study only during the slack season. In addition, in the teaching method of Chinese opera, in addition to the necessary basic skills, more of them take “a play” as a unit to teach, that is, play teaching. This is no doubt that for the actors with a lower level of performance of opera, the teaching quantity must be increased, and then they can learn other plays by themselves, which inevitably increases the teaching expenditure of drama troupe.

The clan drama troupe is mainly composed of clan members. As the “play box” sponsor can be either from the same surname clan or can be a certain family, the drama troupe personnel composition also differentiates. Judging from most clan drama troupe in southeast Hubei, most are clan-based while less are based on a certain family. This is mainly due to the geographical environment and the characteristics of

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clan drama troupe and lays a feasible foundation.

4. CONCLUSIONS

The clan drama troupe is the product of the cultural integration of clan and opera. It is of great significance not only in the perspective of drama, but also in the perspective of sociology. Through the study of the clan drama troupe in southeast Hubei, the intersectionality between the study of drama and the study of society was strengthened. Compared with the previous studies on family drama troupe and private drama troupe, the study of the clan drama troupe shifts the focus from the city to the countryside, from the minority to the general public, from the professional troupe for which the audiences and performers may be the same group of people. Taking the grass-roots and broader social ecology as the research background is helpful to reveal how the immigrant community constructed the group cognition through the participatory opera performance in the patriarchal background, so as to realize the social and cultural identity and build a unified regional society. Thus, a new perspective of research is opened up and the clan research and opera research are pushed into diversification.

Regarding the study of the clan drama group, we should focus on the behavior process of the clan members’ participation in such aspects as the establishment, operation, the cultivation and deployment of the performers, economic support and performance from the perspective of cognition and construction. Through investigating the influence of the occasion of drama performance on the cultural behavior, idea and thinking of the clan members, the social emotion of the clan member is studied. To figure out how does a clan member realize the structure of individual cognition and group cognition in the process, it is necessary to study the history and current situation, conduct case study and comparison, and investigate the relationship between drama troupe and clan.

It is necessary to comprehensively investigate the historical distribution, current distribution, size, performance occasions, frequency and types of drama of the clan drama troupe in southeast Hubei, so as to fully grasp the basic situation of the clan drama troupe in southeast Hubei. It is needed to investigate the cultural ecology, the history and current situation of the clan drama troupe, the composition, training, operation, economic support, performance time and occasion of the clan drama troupe, and compare the differences between the clan drama troupe and other types of drama troupe. Through in-depth interview, observation and literature research, this paper discusses the operation of clan drama troupe. In this process, it is necessary to discuss the interaction between the drama troupe and the clan, understand the role of the drama troupe in the cultural ecology of the clan, the role of drama troupe in the construction and identification of the clan consciousness and its adaptive behavior in the social change. In addition, this paper discussed the social cognition of the clan members to the clan drama troupe and their participation degree and emotion to the drama troupe, the relationship between the audience and the performers, the relationships and intra-group relationships among groups of participants of different depths, relationships among different age groups, the influence of drama on the behavior and psychology of clan members and the socialization of clan members.

It is necessary to study the influence and function of the clan drama troupe as a public part of the clan on the clan as the community of culture and interests. Especially in the contemporary era where economic consciousness and individual are rapidly increasing, the contradiction between clan (clan member) and drama troupe is constantly changing. In the long process of coordination, how to build the common cultural psychology of the clan and the psychological awareness and behavior of the clan members and how to make self-adaptive changes for clan troupe are particularly important.

At the same time, the study of the clan drama troupe in southeast Hubei is also an organic part of the study of intangible cultural heritage. “Yangxin Tea Picking Opera”, “East Road Flower Drum Opera”, “Macheng Gao Qiang” and “Chongyang Violin Opera” in the southeast of Hubei are all national intangible cultural heritage, which are often performed by clan troupes. Through the comprehensively studying each clan drama troupe and discussing the status and role of clan drama troupe in the inheritance and development of modern drama, some reference and enlighten significance can be provided for inheritance and protection of local operas.

In terms of research methods, it is necessary to carry out multi-angle and multi-level interpretation, and pay attention to the unique entry point and interdisciplinary nature. The clan drama troupe is just a window and an intermediary, through which some relevant social status and social problems in the southeast Hubei can be reflected. In the analysis of this series of social status and social problems, the researchers drew on and integrated many methods and means, such as anthropology, ethnology, geography, art and behavior theory, and embodied cognition theory, in an effort to interpret the clan culture and individual consciousness under the social change.

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Research on the Path of Cultivating Chinese College Students’ Competence of Innovation and Entrepreneurship in the New Era

Shi Jiang, Lin Zhang, Jianfei Shi*
Heilongjiang Bayi Agricultural University, Heilongjiang Province, Daqing City, 163319, China
*E-mail: 526375219@qq.com

Abstract: China’s economy has experienced obvious slow growth after 2012 and then keep steady for about 3 years from 2015, which symbolize that China’s economy has entered a new normal period. In this paper, we put forward higher requirements of innovation and entrepreneurship activities of college students in China in the new era. And the actuality and probe paths of the entrepreneurial education of innovation are given followed.

Keywords: college students; innovation and entrepreneurship; education

1. INTRODUCTION

Education of innovation and entrepreneurship of college students in China receives much attention recent years. The State Council issued “opinions on strengthening the implementation of the Innovation-Driven Development Strategy to further promote the in-depth development of masses of innovation and entrepreneurship” in 2017. In addition, it is pointed again that innovation is the first driving force to lead the development and the strategic support for the construction of modern economic system in the report of the 19th CPC Congress. Although the economic growth of China is growing back at a steady rate from high speed, the advance of science and technology is remarkable, national economy is achieved all-round development. College students are facing higher requirements for innovation in the new period. The talent training path of promoting the innovative power is more helpful to improve the quality of entrepreneurial education according to comparative advantages of universities.

2. HIGHER REQUIREMENTS FOR COLLEGE STUDENTS’ INNOVATIVE ACTIVITIES IN THE NEW ERA

2.1. More Challengeable

In the wave of innovation in China, everyone can exert creativity and be happy to innovate. The comprehensive sharing of resources and information from the technology of big data, together with the optimization and upgrading of commodity of service structure, and the emergence and expansion of new consumption forms make people more satisfaction not only bring opportunities for college students’ innovation, but also make their innovation activities face more challenges. At the same time, the innovation activities based on traditional theory and general professional knowledge have a wide range of activities, mature methods and fruitful results, hence it puts forward higher requirements for college students’ innovation and entrepreneurship in the new period. College students’ learning and life are limited in campus, and they are not easy to learn about social production and people’s needs, so high-quality innovation activities become more difficult to carry out to start a business as the goal.

2.2. More Predictable

Innovation is a complex activity which requires higher comprehensive quality and cultivating innovation competence is also a long-term project [1]. The production of innovation also needs a certain amount of time accumulation, and it requires innovator to have a keen market insight ability, a reasonable forecast and prospect for the development for things in economy and technology prosperity today, and a timely manner in capturing business opportunities. Education of innovation and entrepreneurship for college students is more to stimulate interest in innovating, train logical thinking, and temper the will quality. While the foresight innovation activities have the value of long-term research and development, and they are easier to help students to build lasting innovation confidence and develop the spirit of perseverance and forging ahead spirit.

2.3. More Durable

In the new normal economy, China’s economy is striving to grow at a steady rate. Innovation is the producing new technology or upgrading of original technology whether for products or services. Innovative results with a certain durability will play a stabilizing role in public anticipation and economic fluctuations. The emergence of new products, new technologies or new services should be adapted to people’s needs, but not eye-catching. It will help enhance consumer confidence and promote steady growth of consumption and economy.

3. THE STATUS QUO OF COLLEGE STUDENTS’ INNOVATION AND ENTREPRENEURSHIP EDUCATION

3.1. The Vague Understanding of the Relevance between Innovation and Entrepreneurship from College Students

Entrepreneurship has the connotation of
“entrepreneur”, which is related to the integration and optimization of resources and the creation of economic value and its process is also the exertion and realization of economic function. In the field of economics, entrepreneurial talent is listed as one of the factors of production, and it is an important guarantee of economic profits, while innovation ability is the essential talent of entrepreneurs. We think that innovation is the mind emancipation based on certain knowledge and skills, the will to shuttle between opportunity and risk, and the proactive expansion from nothing. Therefore, innovation and entrepreneurship are inseparable, innovation is an important foundation and driving force of entrepreneurship, entrepreneurship is the concrete manifestation of transformation of innovation activities.

In the new era of “mass entrepreneurship and innovation”, colleges and universities play a major role for cultivating the most energetic and creative youth groups. In recent years, innovative entrepreneurship education in colleges has been significantly promoted, with the increasing number of activities and participants year by year. Many colleges integrate it into talent training programs, and getting a certain credit is the basic condition to graduate. However, it is not optimistic to promote the entrepreneurship competence of college students by innovation in teaching even teaching-research type colleges or universities. One of the main reasons is some students’ autonomous learning ability is not strong, especially the base of theoretical platform curriculum is not solid. Most of students have fear of difficulties in theoretical innovation, and it is difficult to form initiative and enthusiasm in practical innovation. Compared with innovation, entrepreneurship in the form of starting a “company” is closer to reality, the guidance of entrepreneurial interest and the cultivation of ability are maneuverability, and students are more likely to obtain satisfaction in their study. However, many college students regard entrepreneurship as “doing business” simply, and the idea in participating innovative entrepreneurship training courses for students is deviated [2]. There is no doubt that the life cycle of entrepreneurial practice without innovation is short, and it is difficult to form scale.

3.2. Short of Accurate Orientation of Social Demands
Innovation is the foundation and driving force of entrepreneurship, and cultivating innovation ability is the key to promoting the quality of entrepreneurship. Entrepreneurship is related to the production and accumulation of economic value that requires innovation and entrepreneurial activities should not only keep pace with social needs, but also create new social demands. The idea of social demand-oriented innovation and entrepreneurship has been agreed upon widely. However, how to accurately understand the social needs, and thus how to guide the flow of labor more effectively remains to be further solved. The social needs we refer to here include two aspects: one is the demand for talents, the other is the consumption demand of residents. However some graduates change their employment demand temporarily and colleges, graduates and the society lack of positive interaction, therefore even if colleges have more rational statistical analysis, those references are not high value. Innovative new products, new technologies and new services should meet people’s material and spiritual needs. Till the middle of 2018, Chinese economy has achieved steady growth for 12 quarters with 6.8% and the contribution of final consumer expenditure to economic growth is 78.5% which indicates that the growth of domestic demand is still the continuous driving force of innovation, and the education of innovative entrepreneurship oriented by social demand has great potential.

3.3. The Role and Educational Consciousness of Teachers is not Clear and Strong
Cultivation of College students’ entrepreneurship competences should be focused on the innovative abilities. On the one hand, innovation makes entrepreneurship possible. Domestic and foreign scholars often use entrepreneurship education instead of innovative entrepreneurship education, that does not mean they do not attach importance to innovation education but regard innovation as the essential quality of entrepreneurship [3]. On the other hand, college teachers are rich in theoretical knowledge and are better at the dissemination of various knowledge, the development and promotion of ideology but short of experience in business operations, business models selection or market positioning and team building. Therefore According to the principle of comparative advantages, college teachers should provide more intellectual supports for the cultivation of students’ innovative ability, which is still the main channel for teachers to play a role in the education of college students’ innovation and entrepreneurship. However, although colleges and universities have a relatively fixed contingent of innovative and entrepreneurial teachers, their training of students’ thinking and behavior are also relatively fixed which lacks innovation itself. In addition, even though there are a large number of innovative entrepreneurial activities in campuses, the overall participation of teachers and the quality of completion are not high. The most important thing is that college teachers in the whole lack the consciousness of cultivating innovation abilities for college students and creating fresh troops of “mass entrepreneurship and innovation” [4], so that the educations on them are limited to certain specific areas and occasions.

3.4. Incompletion about the Curriculum System
Innovation education should run through the whole process of students’ learning. Most colleges and universities have offered the relevant courses such as
career and development planning, employment guidance, foundation of entrepreneurship, etc., but these courses lack of effective connection with the specialized courses, and what is more crucial is the low degree of integration between entrepreneurship curriculum education and innovation ability training, thus the construction of entrepreneurship curriculum system based on innovation ability training needs to be improved urgently.

4. THE PATHS OF INNOVATIVE EDUCATION IN COLLEGE STUDENTS’ ENTREPRENEURSHIP

4.1. Strengthen Innovation Education

Innovation is not only the essential condition and driving force of entrepreneurship, but also is the seed of entrepreneurship. The ability of innovation determines the success probability of entrepreneurship. In addition, the vast majority of university teachers have less practice in the establishing, operating and supply chain managing of enterprises which make them difficult to form a systematic and profound understanding for cultivating talents on cultivation and entrepreneurship. Therefore improvement of innovative ability should be give more attention. Moreover, the essence of innovation and entrepreneurship education is quality education which focus on cultivating students’ spirit of innovation and consciousness of entrepreneurship [5].

First, innovation and entrepreneurship education should be introduced deeply into the first classroom, which is the inherent requirement of integrating innovative entrepreneurship education into the whole process of talent training. On the one hand, colleges and universities can set up different levels of compulsory courses, elective courses, internships and practical training courses for different grades, at the same time, the rational stratification and the continual development of innovation ability should be paid more attention. On the other hand, teachers can skillfully integrate the innovative and entrepreneurial activities associated with their majors into the classroom, it is easy relatively for students to establish innovative consciousness and interest, and further increase the likelihood of winning contests with building up self-confidence in continued innovation activities.

Second, to establish a channel of information exchange and communication between college students and social needs. Entrepreneurship should be socially demand-oriented, and the social and economic value entrepreneurs pursued determine that they are more closely linked to social needs. Special student organizations can be established under the guidance of teachers which regularly collect and disseminate social, economic and innovative information related to or similar to their majors. It can give students more opportunities to learn about the society, industry development or the operational experiences of some typical enterprises, and it not only enriches campus culture but also enlightens college students to participate in innovative and entrepreneurial activities. In the process of collecting, sorting and refining information, or in the process of searching, screening and feedback of information, the logical thinking ability and deductive-inductive, comprehensive analytical competence of innovation especially independent innovation for those students in the organizations will be constantly enhanced.

Third, pay attention to the continuity of innovation and cultivate the spirit of college students to study hard and forge ahead. Innovation is not an overnight action, it is a coordinated development of knowledge, ability and quality. The potential of innovation needs constant power to develop, this kind of motive force is the spirit of striving for progress and searching up and down. The cultivation of this spirit is also gradual and requires the combination of internal pressure and external power. Internal pressure refers to completing the credit and finding a satisfactory job after graduation while the external motive force includes the satisfaction of achieving prizes in innovative and entrepreneurial competitions, the guarantee of relevant policies and systems in colleges, universities, local or national institutions.

4.2. Strengthening the Leading Role of Teachers in Education

The function of teachers in cultivation talents on innovative and entrepreneurial ability is necessary and not be substituted, hence teachers’ educational awareness of cultivating students’ innovative ability should be enhanced firstly. First, it is necessary to organize relevant training to make teachers understand more the innovative and entrepreneurship courses, types of activities and specific process. The project and time of college students’ innovation competition around campuses are relatively fixed, and will not change obviously in the short term. Teachers can arrange their own teaching activities according to their disciplines and specialities, and effectively link professional teaching with innovative and entrepreneurship education courses and competition activities. Also they can carry on the interdisciplinary fusion, enhances the innovation pioneering ability simultaneously and expands the student’s knowledge scope. Teachers can set up the necessary contents according to the corresponding innovation and pioneering competition, adopt appropriate methods and models, and achieve the goal of cultivate students’ imagination and associative power [6].

Second, improve the quality evaluation mechanism in the process of innovation and entrepreneurship, and promote the active participation of teachers in leading college students’ innovation and entrepreneurship. The quality estimation of innovative and entrepreneurship education should be introduced in teaching assessment mechanism. In the evaluation, pay attention to the leading process for students’ active participation by teachers but not only the achievement and prize. Of course, the outstanding
performance in innovative entrepreneurship education should be given a certain reward which can stimulate teachers to carry out innovative entrepreneurship education more actively.

4.3. Building the Curriculum Platform of Innovation and Entrepreneurship Practice

Interest and ability of innovation are not innate and need to be nurtured. Students would not like to make more about theoretical learning, but rather passively accept arranged learning plan. Therefore, on the basis of existing general education courses, we should further improve the curriculum system of innovation and entrepreneurship and then help students gradually accumulate innovative and entrepreneurial abilities. Relevant courses can be set up around training plans at different levels and various types, as well as the requirements of the “Interne plus” competition, and the number of courses can refer to campus resources and the situation about students’ participation in innovative and entrepreneurial activities. In this process, the effective link between general knowledge and practical activities should be regarded as important, and students can choose appropriate courses according to their own interests and professional abilities.

5. CONCLUSION

In the new economy era in China, innovative and entrepreneurial activities posses more challengeable, predictable and durable features. And the status quo of the education of innovation and entrepreneurship is not optimistic, mainly about the vague recognition of the college students for the relations between innovation and entrepreneurship, teachers have not worked well in the process of education and the incompletion about curricula construction in entrepreneurial education. In view of this, we put forward adapted paths through improving the quality of innovation on cultivating students’ innovative and entrepreneurial competences.

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The Methods of Promoting the Management and Other Major’s Teaching Work

Qun Kuai
The second Hospital of Anhui Medical University, Hefei, Anhui, 230601, China
E-mail: kuaiqun@foxmail.com

Abstract: Through cognition of management and medical teaching work in affiliated hospitals of universities, the causes of the present situation are analyzed. At the same time, the key words of solving problems are put forward: promoting teaching methods in affiliated hospitals of colleges and universities.

Keywords: management and medical; promoting teaching; methods

1. INTRODUCTION

Hospitals affiliated to colleges and universities generally focus on medicine and teaching. Some affiliated hospitals in colleges and universities have a trinity of medicine, teaching and research. Although these modes of existence are conducive to the development of medical technology and the level of hospital management, they also bring a lot of difficulties to hospital management. Especially the teaching of management and medical treatment should be the common problem in the development of all affiliated hospitals in colleges and universities. This article mainly analyzes the teaching problems in the affiliated hospitals of colleges and universities, and probes into the methods of promoting hospital management and medical teaching. The working environment of affiliated hospitals in colleges and universities is more complex. If we can solve the problems of management and medical teaching in affiliated hospitals of colleges and universities, it can also be popularized and applied in the social environment. Of all kinds of teaching work.

2. THE CURRENT SITUATION OF TEACHING IN AFFILIATED HOSPITALS IN COLLEGES AND UNIVERSITIES

The development of medical technology in the medical field is inseparable from the actual medical environment, and the development of the management level in the management field is also inseparable from the actual management environment. Because the actual environment is always complex and changeable and has certain personality characteristics. In this case, the ability of experts and professional teachers in the same environment to learn, process and impart knowledge from the vast ocean of knowledge is very important. Their unique insights and unique solutions from their knowledge are particularly important. When a class of problems, such as teaching problems, are not working well in the real world, Existing, the manual book and the method of solving this kind of problem on the network is not applicable, the book and network knowledge which applies to the hospital actual environment may be too widespread, may only be suitable to solve the problem in the short term. Of course, the problem of poor teaching effect may be in the state of unconsciousness and unsolved. The concrete reason of the above situation is that some of the phenomenological cognition of the actual environment is superficial, some are vague, and some are not perceived. No phenomenon is difficult to find the essence, not solve the essential problem, solve the phenomenon of scientific research will be exhausted. One of the actual status quo of teaching work in affiliated hospitals of colleges and universities is that hospitals are not in one session a class of graduate students teaching institutions, students are not graduated. The second aspect of the present situation is that teachers in each teaching and research department, because of their duties of preaching, teaching, and solving their doubts, teach students (colleagues) professional knowledge without any remaining effort. The result is that the students master the corresponding professional knowledge, or they go to the teachers’ outpatient clinics and other diagnostics and treatments. Or the use of teachers’ management knowledge to become a leader, from the economic division and social status of the impact on the enthusiasm of the teacher. The third of the present situation is that the teachers in the teaching departments begin to have reservations or even mislead in the teaching process because of the existence of the aforementioned situation, but seek self-protection, the consequence is to wait until the old, the illness until the time of discovery of no successor. The new man takes over, and everything starts from scratch, which fundamentally restricts the development of hospital management and diagnosis and treatment. According to Herzberg’s theory, the reason why clinical teachers lack motivation is “according to Herzberg’s theory, clinical teachers have a sense of honor, sense of responsibility, sense of achievement, promotion, award of title to the role of teachers.” Commendation or material reward and welfare are difficult to satisfy, and there is no corresponding incentive policy to arouse the enthusiasm of clinical teachers, and clinical teachers naturally lack the attraction to teaching. The cycle of
conscience for the sustainable development of education is difficult to form [1].

3. CAUSE ANALYSIS OF THE PRESENT SITUATION OF TEACHING WORK IN AFFILIATED HOSPITALS

3.1. The Reasons for the Present Situation of the Teaching Work of the Administrators

The teachers in the hospital management teaching and research departments usually undertake the physical work in the specific party and government functional departments. They may be in charge of a certain department, or they may only be staff members of a certain department equivalent to the staff level of a department. Some hospitals may miss everything and copy the setting up of the administrative system of the government. All government departments and the functional departments of the Party and government in hospitals are competent and responsible for performing their duties. Their examination only assesses the completion of the work of specific departments, ignoring the fact that teaching is the decision of modern hospitals. Especially, the main motive force of the long-term development of the affiliated hospitals of colleges and universities is that the teachers in each teaching department undertake teaching work and solve all kinds of management problems found by the research institute at anytime and anywhere in the tradeoff between individual and collective, collective and social relations. These teaching and research work provide a relatively suitable reference for their management colleagues or leaders. However, when it comes to the management of this group of scientific research and teaching personnel, they are often vague. For example, when they compete for election, their colleagues or leaders will resent their participation because in the eyes of their colleagues or leaders, they are teachers. Teachers have to compete with themselves. This behavior harms the image of teachers in their minds, and teachers are after all a minority, who are often at a disadvantage when the election competition is determined by the number of votes, and this is one of them. The second is that in people’s minds, teachers must be better than students, which is not conducive to students in management positions of prestige. When these teachers are in a specific department, if they are the head of a specific department, they must take the hands of all the staff of the department to do the specific job of the post, otherwise they will be recognized by the staff of the same department as unable to serve the public. If the staff of the department are not qualified at the time of examination this is usually explained by the lack of teaching ability of both the department head and the teacher. If this teacher is not the head of a specific department, the situation of the teacher and the head of the department will be very awkward. The teacher has to teach the head of the department. The head of the department is responsible for this is the teacher under his own similar to their own teaching, how much calmness and rationality can be maintained? The head of the department is likely to want to eliminate the teacher, who is not good at judging his ability to work, immediately after he or she learned, and it could be worse if the teacher is younger and more attractive than the student. The teacher’s teaching is the duty, but after the students have not graduated from the same work environment, or can shout at their own leadership, if students want to learn, teachers have to continue to learn new knowledge. These students may be much more knowledgeable and capable than pure college students. These teachers are under greater pressure than pure college teachers because the content of teaching must be tested by practice.

3.2. Analysis of the Reasons for the Present Situation of the Teaching Work of Medical Personnel

There are also problems in the teaching of medical personnel. The students taught by the teachers of each clinical teaching and research department still work together in a certain department. The patient selects a doctor if the medical effects of teachers and students are the same, then other indicators of attractiveness will affect the number of visits, such as younger, better looking, etc. It is possible that the final result is that the number of visits received by students is higher than that of teachers, and the clinical performance pay is basically piecemeal. “The bonus distribution of the members of the department is directly linked to the amount of medical work that they undertake,” he said. But clinical teaching work does not serve as a reference for bonus allocation. The task of clinical teaching is miscellaneous, the effect is low, and the teaching income is not directly proportional to the pay, which directly affects the teaching initiative and enthusiasm of clinical teachers [2], the teachers and students in the same department. The subtle relationship between the students is the same as the teachers and students in the management teaching, or the teachers of the higher level doctors, because of the loss of their economic income and the threat to their social influence, and so on, and they may not give up on the students of the next grade doctors. It is also possible to be picky about the next level of physician students or all kinds of difficulties. Or the next physician teacher to give up teaching, of course, this situation is less.

Some management knowledge and medical knowledge also belong to the family intangible assets, there are no corresponding incentives, knowledge owners generally do not easily show people. In short, the final result is that the clinical teaching work in order to eliminate the contradiction between teaching and learning in clinical work, often in accordance with the clinical requirements of the diagnosis and treatment routine or the unified doctor’s orders to treat. However, this situation is not conducive to the development of medicine, nor is there any specialty
medical construction, hospitals in the entire medical market, often lack of competitiveness, the medical market share is mainly determined by population and geographical location. Management is also a unified command of the leader in accordance with the standard model or in accordance with the nature of the leader during this period if selfishness is too heavy, it will bring a hidden danger to the development of a collective.

4. ACCORDING TO THE REASONS FOR THE PRESENT SITUATION OF THE TEACHING WORK IN THE AFFILIATED HOSPITALS OF COLLEGES AND UNIVERSITIES, THE SOLUTIONS ARE PUT FORWARD

(1) The teachers of the management departments of the hospitals affiliated to the colleges and universities are under the unified management of the colleges and universities, and they are responsible for the teaching and research work of the hospitals. They can work in specific departments for teaching and scientific research, or even in clinical departments for management and scientific research. During the period of teaching and research, they may undertake the work of specific departments according to their needs, but they may not undertake the duties of specific departments. Does not affect the work assessment of specific department staff. It has been suggested that “through the operation of fine”. The management mode can be divided into two parts: quantifying the teaching objectives, clarifying the specific teaching direction, refining the overall teaching objectives, insisting on the principle of gradual and orderly progress, and completing the teaching tasks in stages and in stages. Pay attention to the combination of present teaching and long-term teaching, implement the responsibility of teaching management to the concrete person in charge, and realize the full participation. The existing teaching resources are organically integrated and fully utilized to ensure the simultaneous improvement of the quality of multi-disciplinary teaching [3]. It is envisaged that the hospital shall set up the salary and welfare of the teaching and research staff alone, and the scientific research achievements shall be promoted by universities and hospitals. Division of teaching and research departments and individuals, examination of work Colleges and universities are responsible for nuclear and promotion. Because most of the management research faces invisible, unconscious scientific research data, is a complex mental work, human brain development needs a process, brain degradation also needs a process. The actual innovation ability and time of scientific research personnel are also limited, and the assessment and retirement age should also consider these factors. The aim of the researchers is to reduce the difficulty of human survival and improve their happiness index, so the high risk payout of the researchers should correspond to the high return. But those with high incomes or high praise in a society tend to be easily emulated, and others forget their ability to do the same thing by any means or across the border will be mixed and will affect the progress of society as a whole. Some industries adopt simple methods of use that are taught by professionals and do not teach complex methods of use or production, so that non-professionals are unable to profit from them and thus avoid adverse consequences, of course. This is another question to consider.

(2) The medical teaching takes into account the arduous and arduous work of medicine, teaching and research, the management methods of clinical teaching and management teaching are different, and the teaching methods of promoting clinical administrative staff here are also applicable to management teaching. There are two specific situations, one is the teaching of the clinical administrative officer, assuming that the clinical executive officer retires at the age of 60. Well, the clinical executive director takes up the position of executive director when he is energetic between the ages of X and 50 and trains a student to become an executive director. During this period, he only enjoys the honor of the executive director, and there is no award for the position of executive director. Bonus for teaching post may be set up separately; Between 50 and 60 Enjoy executive director student executive director position bonus, can be called consultant bonus, 50 to 60 years of age to do full-time clinical work. The other is clinical teaching. In addition to the income from their own clinical work, clinical teachers in the same department collect teaching fees according to the number and income of students, in order to facilitate management. Five per cent of the financial income of students between the ages of X and 40 is owned by the teachers. If the students get the qualification certificate of a college teacher between the ages of X and 40 and can receive the students under the arrangement of the professional teaching and research office, they can go out in advance. Others were unified to the age of 40. 50 or 60 years old is only a reference figure, which can be adjusted according to health and so on.

Of course, hospitals affiliated to colleges and universities are Chinese institutions. In the management model of administrating institutions, egalitarianism is also one of the ways to solve the problem. Administrative officials and ordinary workers distribute the fruits of labor equally. The administrative post of the institution is only honor, the expert or professional who likes and is keen on the public administration can do it, but does not involve the sharing of interests; The management mode is basically fixed, the management model is developed and revised by the scientific research personnel, the teaching staff, the scientific research and the teaching staff unified management according to the scientific research result and the teaching quality.

The purpose of the above solutions is to promote the
development of management in the field of work and the teaching work of other specialties, taking into account the economic, social, physiological and psychological factors, which need to be further demonstrated and tested in practice.

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The Common Human Nature and the Special Ethnic Humanity

Qun Kuai
The second hospital of AnHui Medical university, Hefei, Anhui, 230601, China
E-mail: kuaiqun@foxmail.com

Abstract: Through the analysis of human nature of heaven and earth, animal and social, we can get the commonness of human beings. By analyzing the main traditional philosophy of the Chinese nation, points out that there are differences in ethnic humanity and the advantages and disadvantages of the socialization of the Chinese nation.

Keywords: heaven and earth nature; animal nature; social nature; human nature; race humanity

1. INTRODUCTION
By analyzing what is common human nature from four sides that is heaven and earth animal and social, I want to know and get it that humanity‟s constitution and characteristic of ethnic humanity and influence of society in this paper.

2. WHAT IS HEAVEN
The nature of heaven refers to the nature of the universe, and the typical characteristics of nature are as follows: I. inclusiveness. II. constant. III. unconscious, from a human point of view, need to be discussed. IV. unknown. Geomorphism refers to the nature of the earth, and its typical characteristics are as follows: (1) dependence on heaven. (2) inaction. (3) free growth. (4) unknown. (5) unconscious, from a human perspective, need to be discussed.

3. WHAT IS HUMAN NATURE
3.1. Human Nature in the Nature of Man Heaven, Earth
Human nature in the premise of recognizing the existence of Darwin’s survival of the fittest on the premise of the theory of evolution, man as a remote part of the universe space-time, human nature in the nature of man Heaven, Earth is the most obvious component, inclusive, constant, unconscious, inaction, free to grow, unknown. But compared man with heaven and earth, man is only a small part, heaven and earth has a big and speechless, therefore, man’s nature of heaven and earth just like a man’s dream to give people the ideal, let people suffer. Nature gives the ideal is: alone, eternal and constant existence, do not reproduce, contain all things. What is painful in nature is that people compare their short life as death, and death is the concept given by man, whether one is conscious of heaven and the infinity of heaven is filled with fear, if heaven is conscious and heaven is alive, then heaven let people live or die; if the sky is unintentional, it is full of fear I know, the day is dead, and the day is out, so the man’s life is dead.

The ideal of a human being is to depend on the day, to be free and inaction, to develop, to know to overcome the unknown. The pain of the earth is also an unknown and unconsciousness of the ground, and the unknown causes the person to learn constantly, and whether to consciously make the fear of the human being able to be stored in the land of the earth.

3.2. Human Beings are Animal
The main need of animals is to live, to overcome the fear of death. Animals respond to the eternity of heaven and earth by breeding offspring, and to the unconscious of heaven and earth with the short existence of reality, so life is also death, and death is also life. There are two main reasons why animals can reproduce between heaven and earth: food and sex. The recipes of heaven and earth may be the water of heaven, the ripening drop of fruit on earth, and the lotion of mother. Eating habits also affect human nature. The primitive nature of human animals is in heaven and earth, such as water in heaven, reality on earth, milk of mother, clean, tender, and benevolent among all living beings. Man is in heaven and earth and in man free and independent growth. It is assumed that the food is short of food because of the continuous propagation of the human being, and it has changed, and whether the animal of this person will completely replace the human animal’s early sexual nature. The human being no longer has the animal’s early sexual nature in the heaven and earth setting, and the animal of the vicious animal is developed without the guilt feeling, and the human body, such as the tiger and the leopard, loses the nature of the animal in heaven and earth, has not developed too many people’s social nature, and only the instinctive fear of death. As a result, there is no control of food and sex, the intercine between species and the self-killing of the species, so how can human save the whole body in the heaven and earth?

3.3. Human Sociality
In order to save their lives and overcome their fear of heaven and earth and man themselves, people begin to develop their sociality. Human sociality is the mutual cooperation and development between human beings, that is to say, they live each other. Socialization means division of labor, the purpose of division of labor is to obtain benefits in exchange for survival and development of survival resources; the socialization of human interests is obtained from the production or service of the group, the question is
whether the interests of the group and the overall interests of the society are harmonious? Is it in harmony with nature? Language is not only the product of human socialization, but also a tool to promote socialization. Language is consciousness and language is thought. People are socializing. The process was first communicated in body language such as gestures, followed by pictures, graphic communication, oral and written languages, and now electronic media languages, the degree of socialization is getting higher and higher. Socialization covers more and more areas. Socialization strengthens and weakens man’s nature of heaven and earth and animal nature, man is no longer lonely and easy to die, man has something to do, and highly develops the spirit and material needed for man’s survival and promotes the exchange, so as to reproduce the offspring in moderation; This conflict with the humanity nature of loneliness, fleeting, inaction, intemperance, freedom, and free giving. However, people will remain unsocialized in primitive society. In order to build a society and promote socialization in order to jointly produce spiritual and material products, people began to divide groups and ensure the safety of individuals’ lives and property by law, and within the group began to divide social strata. And with the rules and regulations to ensure and create a positive atmosphere.

4. RACIAL HUMANITY

Modern people with racial humanity are like an “instrument”. Since the development of human history, the generality of human beings and human race humanity have formed. By analogy, we can microcosmic to the human family and family humanity, and there is no detailed discussion here. The human nature of the above race is an instrument, which is suitable for what has been basically stereotyped. Learning for an “instrument” is like the effect of an external object on an organic network structure, a knowledge of the same nature as an “instrument”, absorbed by the “instrument”, and reinforced by the “apparatus”; The knowledge that is different from the “instrument” will be rejected by the “instrument” or stacked on the surface of the “instrument” and act as a damage to the “instrument”. In view of the harm of socialization to human nature, the following methods can be taken to solve it: the same “instruments” are together, and the nature is basically one, which maintains the lonely nature of human beings; Different instruments together, something to do, to abolish one, to maintain the lonely nature of human beings; easy to die here, generally with love and responsibility to overcome; Inaction, intemperance and freedom can be solved by doing what you like, that is, to put the “instrument” in a social environment suitable for the growth of the “instrument”, so that you can do the “device” thing and make people feel unable to “do” it. To act freely and unabashedly. The geographical and animal nature of human nature of manual labourers is heavier. It is characterized by a vigorous and fierce body and a more unconscious component of the brain, and the only thing of history is their natural choice. Next, I analyze the ethnic humanity of China to further explain the issue of racial humanity.

I. Judging from the traditional Chinese philosophy, the Taoist philosophy of ethnic humanity and the Confucian philosophy of the Chinese people are the products of the agricultural society. As the main philosophical thoughts of the Chinese society, and they have been in the blood of the Chinese people for thousands of years. It is the “instrument” of the Chinese people.

(1) In Taoist philosophy, some Taoist philosophies which are consistent with man’s nature of heaven and earth respect heaven and earth for imitation of heaven and earth, and strong bodies depose wisdom, which is very suitable for the fact that agricultural society depends on heaven and earth and physical strength to eat, and that “rare goods are not expensive, but the great system is not cut off”. Inclusiveness, free thought and heaven and earth’s benevolence are in accord with each other; “so that heaven and earth can be long and long, because they are not self-born, so they can live for a long time”, “five colors are blind” flattering, if you are in great trouble, “and so on, since it is the method of socialization of the rulers, but also the way to nourish health. Generally speaking, Taoist thought was indeed the thought of living people in that historical era, but it was self-limited in development, that is to say, it was not self-born (not paying attention to nurturing and educating posterity), suppressed the strong, removed its beauty, and freedom. The idea of non-cutting creates a weak developing nation, and returns to its origin in spirals or other ways every once in a while, season after season with grass and trees. “Every race carries the laws of its destiny in its spiritual components, and also perhaps it can only follow these laws because of an impetuous impulse, even though it is obviously highly unreasonable. At times, nations seem to be dominated by mysterious forces similar to those that make acorns grow into oak trees or allow comets to orbit themselves” [1].

(2) The socialized ideal of Confucian philosophy is already a philosophy with a high degree of socialization that adapts to the development of agricultural society. Traveling around the countries has made Confucianism have its own idea, so that the Confucian people are born, and the Confucian society is constructed on the basis of “benevolence”. Confucianism emphasizes education, its “free will not exceed the moment” and so on emphasizes “cut”, it emphasizes “ceremony”. The hierarchical system of “ceremony” and the thought of “music” harmonious “ceremony” further stipulated and promoted the socialization mode within the group after “cutting”; Confucian philosophy is the evolution of Taoist
philosophy, which further consolidated and promoted the development of feudal society.  

(3) The status quo of ethnic humanity in China the Confucian hierarchy is still the mainstream society in China today, and its conscious and unconscious exploitation of knowledge and economy, as well as redistribution, is more suitable for the agricultural society. In response to the inaction in man’s nature of heaven and earth, the unconscious and the nature of charity, it is also promoted by people to respect it, to be courteous and courteous, and the disadvantage is that corruption is easy to breed, and that people in the system take care of it. The stability of the system depends mainly on the number of people who are exploited and unbeneﬁted and the number of beneﬁciaries, as well as the proper measures to maintain stability. Confucianism was socialized in the form of happy, harmonious and courteous manners. Also suitable for the agricultural society, suitable for their no-work gain, need to take care of, mainly to play and even have the characteristics of matriarchal society nature; The prosperity and splendor of several families in Cao Xueqin’s Dream of Red Mansions is extremely great, but it is maintained in Yuan Chun’s favor or not, neglecting the complexity of human nature so far, and the degree of reliance on “matriarchal” is absurd and naive, and so on. It also gives people a general understanding of the importance of human nature in the feudal agricultural society of China. In a word, at the present stage, the hierarchy of Confucianism in China is still the “right way”. Taoist inaction, freedom, large-scale system does not cut off and dispels the socialized division of labor, and the relative lack of social resources in some fields leads some people not to do so. Committed to Shou Cheng, devoted to expansion, and further developed the animal nature of human beings, “for others”, “gain”, imitate and break through the socialized division of labor, restrict the development of social civilization. The development mode of small and secondary and all-round causes the economy exchange ability to be in a malaise as a whole; this inference will gradually lead to a free society, low-quality spiritual and material products abound, people free alms, free access, will achieve the distribution of communist society according to needs. Some say, “We call this particular principle of reality an operational principle, in order to emphasize that, under this principle, society is governed by its members.” Competitive economic operations are divided into various levels. It is clear that such operational principles are not the only realistic principles in history, because not only in the primitive culture, but also at the present stage, there are also other models of social organizations [2]. In addition to the existence of a hierarchy of state-owned mass production and service groups, More and more urban residents and intellectuals in China have taken a critical and evasive attitude towards the hierarchical system, and to a certain extent within the hierarchical system, the nature of man’s nature of heaven and earth and animal nature have destroyed the social nature of human beings, and so on. Prompted them to choose social models of non-large-scale group production and services, In this small group, the hierarchical system of people no longer exists, there is a hierarchy of products and services, and a small number of online shopping and e-commerce businesses are no longer bound by such systems as taxation and so on. The characteristics of market competition in society are becoming more and more obvious. Urban production and service are gradually replacing mass production and service by the old name which is formed naturally according to natural talent and interest. This pattern of development corresponds to man’s nature of heaven and earth, animal nature and sociality, which is also popular in western countries. Of course, state-owned large-scale production and services can also adopt a matter-based management model; as for the agricultural society in China Physical production has become a family-based production suitable for the agricultural society is a question to be discussed, in the rural infrastructure construction is not yet perfect, the quality of agricultural products is not too good. Isn’t it a little hasty to develop agriculture in a family unit?  

5. CONCLUSION  

In short, philosophy compatible with traditional Chinese philosophy can thrive in China because it is in line with the ethnic humanity of the Chinese people. This is the reason why Marx’s praise and encouragement of the proletariat was immediately responded to in full swing among the proletariat all over the world. In fact, according to the researchers, Marx himself stated that he was not a Marxist; his research was only more suitable for solving a problem of social formation.  

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E-mail: kuaiquan@foxmail.com
On Correlation between Environment Perception of Operating Room Nursing Work and Work Family Conflict

Lihua Yuan, Lamei Gong
Operating Room of Jingzhou Central Hospital, The Second Clinical Medical College, Yangtze University, Jingzhou, Hubei 434020, China

Abstract: Objective: To discuss the correlation between environment perception of operating room nursing work and work family conflict. Method: 50 operating room nurses in our hospital were investigated with work environment questionnaire scale and work family conflict scale. Their work and family conflicts were observed and the correlation was analyzed. Results: The total score of nurses’ work family conflict scale was 56.71 ± 3.97, and the total score of nurses’ perception of nursing work environment was 95.67 ± 2.31. Nurses’ perception of work environment and work family conflict presented the negative correlation (p<0.05). Conclusion: Environment perception of operating room nursing work will influence nurses' work family conflict.

Keywords: environment perception of operating room nursing work; work family conflict; correlation

1. INTRODUCTION
Operating room nursing work has the features of strong expertise high risk and heavy work pressure. Thus, work family conflict phenomenon easily occurs to most nurses. Job content and family life are two important components of professionals’ life. The pressure resulting from the difficult in balancing the work and life is work family conflict. With significant work family conflict, job performance decline, job burnout and reduction of family life quality may easily happen to operating room nurses. Favorable work environment may to certain degree reduce nurses’ sense of job burnout and help them balance the conflict between occupation and family, which has important significance for improving nursing quality [1]. This study is based on the author’s practical work experience. The correlation between environment perception of operating room nursing work and work family conflict was mainly analyzed to provide the reference for relevant work. The research details are as below.

2. DATA AND METHOD
2.1. General Data
50 operating room nurses who were in service from January 2017 to August 2018 in our hospital were chosen as the objects of study. All of them owned job qualification certificate and worked in the hospital for at least one year. The selected nurses and their family members were informed about the study and they were willing to accept the investigation and analysis.

2.2. Method
First of all, the basic conditions of the nurses were investigated, including detailed work time, marital status, age, gender and the number of night shifts, etc. Then, work environment questionnaire scale, and work family conflict scale were used for investigation [2]. Nurse Work Index Revised (NWI-R) includes 5 dimensions: high-quality nursing service basics (10 items), nurse participation in hospital affairs (9 items), ability and leadership style of nursing manager (5 items), doctor-nurse cooperation (3 items), and abundance of material resources and human resources (4 items). There are 51 items in total. Each item was evaluated from 1-4 scores. 1 score: very disagree, 4 scores: very agree. Total score is 31-124. The higher the score, the better the nursing work environment [3,4].

Work family conflict scale includes 15 items. The score of each item is 1-6. 6 scores: totally disagree, 1: totally agree. The total score is 15-90. The higher the score, the more significant work family conflict. The questionnaires were distributed to relevant nurses for investigation. 50 questionnaires were distributed and 50 effective questionnaires were collected.

2.3. Observation Indexes
The current situations of work environment and work family conflict were observed. Relevant survey data were collated and recorded. Besides, the correlation between the work environment and work family conflict was analyzed.

2.4. Statistical Analysis
The data were processed with SPSS 25.0 software. The measurement data were expressed with \( \overline{x} \pm s \), and enumeration data were expressed with %. Pearson correlation analysis method was used for factor analysis. \( p<0.05 \) means the data difference is significant.

3. RESULTS
3.1. General Conditions of Nurses
Detailed work time of 50 nurses: 21 nurses worked for 8h or below every day, and the other 24 nurses worked for over 8h every day. Marital status: 36 nurses were married, ad 14 nurses were single or others. Age: 15 nurses were 20-25 years old; 17 nurses were 26-35 years old; 18 nurses were 35 years old or above. Gender: there were 6 male nurses and 44 female nurses. The number of night shifts: 15 nurses had 3 or less night shifts every month; 19 nurses had 4-5 night shifts every month; 16 nurses had 6 or more night shifts every month.

3.2. Environment Perception of Nursing Work
The average score of nurses’ perception for nursing work environment was 3.09 ± 0.39, and the total score was...
95.67 ± 2.31. The score of nurse participation in hospital affairs was 2.54 ± 0.36. The score of abundance of material resources and human resources was 3.05 ± 0.36. The score of high-quality nursing service basics was 3.17 ± 0.39. The score of doctor-nurse cooperation was 3.23 ± 0.43. The score of ability and leadership style of nursing manager was 3.46 ± 0.49.

3.3. Nurses’ Work Family Conflict

The average score of nurses’ work family conflict was 3.16 ± 0.46, and the total score of work family conflict scale was 56.71 ± 3.97.

3.4. Correlation between Work Environment and Work Family Conflict

Pearson correlation analysis showed that, nurse participation in hospital affairs and doctor-nurse cooperation were closely related to work family conflict. The data details are shown in Table 1.

<table>
<thead>
<tr>
<th>Item</th>
<th>Family-work conflict</th>
<th>Work-family conflict</th>
<th>Total score of work family conflict</th>
</tr>
</thead>
<tbody>
<tr>
<td>ability and leadership style of nursing manager</td>
<td>-0.501</td>
<td>-0.615</td>
<td>-0.641</td>
</tr>
<tr>
<td>doctor-nurse cooperation</td>
<td>-0.523</td>
<td>-0.511</td>
<td>-0.528</td>
</tr>
<tr>
<td>high-quality nursing service basics</td>
<td>-0.512</td>
<td>-0.523</td>
<td>-0.537</td>
</tr>
<tr>
<td>abundance of material resources and human resources</td>
<td>-0.541</td>
<td>-0.661</td>
<td>-0.625</td>
</tr>
<tr>
<td>nurse participation in hospital affairs</td>
<td>-0.558</td>
<td>-0.546</td>
<td>-0.545</td>
</tr>
<tr>
<td>Total score of NWI-R</td>
<td>-0.526</td>
<td>-0.532</td>
<td>-0.539</td>
</tr>
</tbody>
</table>

4. DISCUSSION

Operating room nursing work has certain difficulties. Nurses will face different types of critically ill patients every day, so their job pressure is heavy. In addition, the particularity of job nature decides night shift phenomenon exists universally. Thus, nurses’ life is irregular. Under the condition of long-term overload work, serious job burnout will appear so that work and family conflict happens to nurses [5, 6]. This study started from work environment and analyzed the correlation between work environment and work family conflict. The results showed that, nurses’ perception of work environment presented negative correlation with work family conflict, and the correlation had statistical significance ($p < 0.05$), indicating that the source of work family conflict is closely related to nurses’ perception of work environment. According to the survey of nurses’ perception of work environment, the average score of perception was 3.09 ± 0.39, and the total score was 95.67 ± 2.31. Relative to the total score of evaluation scale, the survey result is at the moderate or above level. Through detailed observation of evaluation results of each dimension, it was found that the perception score of abundance of material resources and human resources was low, which reflects material resources and human resources of operating room are not good. This may affect work perception of nurses. Thus, clinical intervention can be implemented from such aspect. The score of nurse participation in hospital affairs was significantly low, indicating that nurses’ responsibilities, rights and interests should be implemented to let them participate in various affairs, enhance master awareness and then promote their perception score for work so as to reduce job burnout [7, 8]. It could be seen from the observation of nurses work family conflict result, the total score was 56.71 ± 3.97. Relative to the scale, it is still at the moderate or above level. This indicates that work family conflict of operating room nurses in the hospital exist generally. Thus, it is urgently necessary to carry out management from relevant perspective, intervene the factors influencing nurses’ work environment, improve nursing work environment, reduce nurses’ work family conflict, make then well work and decrease the adverse impacts on their family life [9, 10]. In conclusion, environment perception of operating room nursing work and nurses’ work family conflict present the close negative correlation. In other words, the better the work environment, the smaller the work family conflict. Clinical improvement of nurses’ work environment has important significance for reducing relevant conflicts.

REFERENCES


The Way to Improving the Comprehensive Application Literacy of Economics Students from the Perspective of Moderate Scale—Taking the Whole Tutorial System as an Example

Qiuping Cheng*, Yongliang Xu
Business School, Jiaxing University, Jiaxing, 314001, China
*E-mail: cqpwxs@126.com

Abstract: This article attempts to reveal the way to improving the comprehensive application literacy of economics students from the perspective of moderate scale. Taking the whole tutorial system as an example, this paper analyzes the implementation basis of the whole mentor system including moderate-scale training mode: an important prerequisite for the whole course of tutoring in economics, directional investment and whole-course training, reasonable assessment and incentive. And try to construct the ideal path of the whole tutor system including content setting, stage division and organization form.

Keywords: the whole tutorial system; moderate scale; economics

1. INTRODUCTION

As a measure of the quality of a university’s education, the student-teacher ratio has experienced a leap in the implementation of the enrollment expansion policy in 1999, from 7.8:1 in 1997 to 17.73:1 in 2016, indicating that the growth rate of teachers was far less than the growth rate of students [1]. According to the statistics of the 2017-2018 school year, the Times summarized the 100 universities with the best teacher-student ratio in the world in 2018 and gave a conclusion that the teacher-student ratio of the first Cixi Hui Medical University in Japan was 0.66:1. So, larger number of students brought dilemmas in education. On one hand, the growth of students has made it difficult to implement small classes in China relatively. On the other hand, the theoretical degree of economics major is higher than that of general economics and management majors. How to improve students’ comprehensive application literacy ability is a problem that is difficult to solve but must be solved. The employment orientation of economics majors is not clear, and there are a wide range of applications, but the specific posts are not very clear. It is the value of this research to link the wide-ranging characteristics with the improvement of students’ comprehensive literacy. The comprehensive literacy skills of economics students in colleges and universities, including the use of...
economics professional thinking to grasp how to find problems, identify problems and how to analyze problems, find ways to solve problems. Under this guidance, the tutor system has a positive incentive effect on the guidance of students, and at the same time can achieve individualized training. This paper first analyzes the foundation of the full-time tutor system for the implementation of economics majors; explores the organizational form of the whole tutor system for economics majors; and constructs the course content and tutor phase setting system for the full tutor system of economics majors.

3. REVIEW OF LITERATURES
3.1. Review of Foreign Literatures
The foreign researches on comprehensive literacy training methods and approaches mainly focuses on the theoretical research of comprehensive application literacy and the application. It is believed that the whole tutor system is an effective way to improve students’ comprehensive application literacy. Theoretical Study on the Comprehensive Application of Foreign Universities
Western universities, such as Britain and the United States, in the early days, they have paid more attention to the cultivation of students’ comprehensive application literacy. This system can solve the problem of low employment of students better than other modes. Since the 1980s, British universities have carried out the second academic revolution. The university has made a certain transformation from “research type” to “entrepreneurial type” [2]. In order to fully realize the social service functions of colleges and universities, American universities have adopted a series of effective strategies, including the transformation of scientific research achievements of teachers and students, and students’ awareness cultivation of social participation and various participation aspects such as teaching design, giving full attention to the practice of the university teachers’ professional expertise in local services, and carrying out top-level design to establish a sound social service system [3]. The general education of economics in American universities runs through the entire educational process of the university for four years, including cultivating critical thinking, promoting cultural heritage, broadening international horizons, strengthening life care, cultivating scientific spirit, and raising awareness of environmental protection [4]. On the other hand, Western universities also have paid more attention to school-enterprise cooperation, especially the deeper level of industry-university-research cooperation in school-enterprise cooperation. In the first place, they can timely transform the research results of teachers and students into real productivity. Secondly, they can use enterprises to provide students with the practical training basis. What’s more its practical application can guide the teaching and research of universities and strengthen the effect of practical teaching in turn [5,6].

3.2. Theoretical Research and Practical Development of Domestic Tutor System
Domestic scholars hold a relatively consistent view that the whole mentoring system introduced into China after 2000, and think that this method is an effective way to resolve the contradiction between the large number of students and the quality of education [7]. The whole tutor system provides guidance for college students’ thoughts, life, and learning. It plays an important role in reducing college students’ confusion in many aspects such as university life and study. Compared with the tutor system of the foreign universities, the one of domestic universities needs to be further embodied and clarified. For example, the domestic tutor system generally does not specify the content, methods and forms of the tutor to guide students, and lacks an incentive evaluation mechanism for the tutors. However, the relatively mature tutor system in the western generally has relatively clear regulations [8].

On the whole, the first-class colleges and universities in the West have paid more attention to the practical operation of improving the application ability. It has introduced the whole course of tutoring system earlier, and has advanced experience to draw lessons from the practice. Local universities in China pay more attention to the improvement of application ability, while the economics majors of domestic first-class universities are similar to those of western top universities, and they pay more attention to the improvement of theoretical literacy. But firstly, the experience of the West cannot fully conform to the actual situation of China, and should develop a path with its own characteristics. Secondly, the experience of the Western tutor system lacks a personalized training mechanism and the individualized talents needed for the current social development. Lack of guiding significance, the research of domestic scholars basically stays at the shallow level of research on concepts and basic practice models. The research on the whole tutor system of economics major is lacking. This paper attempts to design a perfect whole tutor system based on the students’ comprehensive quality development, in order to guide the development of China’s economics major.

The comprehensive application of literacy ability needs to have a certain path to achieve. The graduation thesis tutor system is widely used in domestic colleges and universities at the moment. The tutors gradually guide students at the fourth grade of university. It is too late that it misses the guidance of students’ basic literacy promotion. And some colleges adopt training methods lack of personalized guidance and training for students. Then the implementation of the whole mentor system is particularly important.

4. THE IMPLEMENTATION BASIS OF THE WHOLE MENTOR SYSTEM
4.1. Moderate-Scale Training Mode: An Important
The number of students who one tutor guides in the whole tutor system should be moderate. So, the role of economies of scale should be played within a moderate scale. First of all, for the tutors, there is too much tuition. On the one hand, the ability and energy of the teacher is limited. The tasks and responsibilities of the whole tutor system are only part of his work. It is not because the tutor system takes up too much time and energy for the tutor. On the other hand, for the students, the number of tutoring affects the quality of counseling, including the depth of counseling and the expansion of counseling, not conducive to the practical cultivation of students’ comprehensive application of literacy. Both of these points limit the number of teachers tutoring students. Secondly, the number of moderately-sized tutors can achieve the goal of a full-time tutor system better and more smoothly. It is conducive to assisting schools to better manage students and establish a closer relationship between teachers and students. And it is more conducive to the individualized training of students, and achieve the goal that cannot be achieved in large class teaching. What’s more, from the perspective of school management, the implementation of the whole tutor system is one of the reshaping forms of the moderate management unit. The implementation of the whole mentor system has greatly reduced the scope of management, and the management body has begun to sink, reducing the management costs of the school and secondary colleges. The school can further implement the management of the students through the tutor. From the perspective of the school, there is an additional path for managing students and cultivating students, and more targeted management. Under the premise of the lack of implementation of small class teaching in colleges and universities with large students, the whole course is made into an effective supplementary path for students’ individualized training.

4.2. Directional Investment and Whole-Course Training: The Organization and Implementation of the Whole Course of Tutor System for Economics Majors

For the teacher, the whole tutor system is no longer a generalized teaching of equalization of the big class. In the process of large-class teaching, teachers can’t accurately grasp the students’ weaknesses and individualized needs, and use the teaching methods and courseware without clear direction to teach. The whole tutor system is different. For teachers, it is easier to distinguish the students’ learning ability and literacy status from the large class to a relatively moderate number of students, so as to make targeted investment. For example, when the first-year university students met at the first teacher-student meeting, they clearly defined the teacher’s guidance object, established initial contact, and began the teacher’s targeted investment. This targeted investment is not limited to learning. It covers all aspects of student growth and development. For students, when they encounter personalized problems, they can also find the correct guides and improve their enthusiasm for learning. At the same time, the whole tutor system shows that the teacher runs through the whole university study stage, which reduces the confusion of students entering college and improves the systemic ability of students’ comprehensive literacy.

4.3. Competence and Complete Knowledge: The Full-Course Tutor System of Economics Majors Appeal to Teachers’ Knowledge Structure

The whole mentoring system should serve the training of applied economics professionals and use it as a training target. This topic attempts to analyze the knowledge structure of the comprehensive literacy ability of economics students, and the knowledge structure aiming at comprehensive literacy. It is necessary to re-smash the original knowledge architecture system and build a new type of knowledge that forces students to have various literacy skills system. At the same time, the reconstructed knowledge structure needs to be adapted to the curriculum. The comprehensive literacy-oriented curriculum can be project-based and build a comprehensive framework for improving students’ ability to modularize.

4.4. Reasonable Assessment and Incentive: Constructing the Evaluation and Evaluation Index System of the Whole Course Tutor System for Economics Majors

How the whole tutor system is truly implemented is not only related to the establishment of the knowledge framework and the curriculum system, but also related to the enthusiasm and initiative of the teachers. This requires a reasonable evaluation and incentive mechanism, otherwise it is easy to guide the teacher. In form, students cannot gain the ability to improve. The whole tutor system can’t be limited to the original graduation thesis supervisor’s guidance on the students’ graduation internship and graduation. It should include all aspects related to students’ development such as thought, life and study. The whole tutor system cannot be in the form. It should be constructed from the teacher-student level, the school level, the students’ life and learning, and so on. Based on this, the teachers and students who participate in the whole tutor system will be strengthened.

5. CONTENT SETTING, STAGE DIVISION AND ORGANIZATION FORM: THE REALIZATION PATH OF THE WHOLE TUTOR SYSTEM

The organizational form of the whole tutor system for economics majors includes the content, method and stage division of the tutor system to ensure the normal operation of the whole tutor system. The whole tutor system should be clear from the academic development of economics students, combined with the training program to guide the content, guidance
methods and stages, to clarify the status, function of each role, and to protect it in the form of system. As is shown in figure 1, under the application-oriented economics students need to have four types of knowledge and four major abilities. The four types of knowledge include basic humanistic knowledge; solid subject basic knowledge, solid theoretical knowledge of economics and professional essay writing knowledge. The four competencies include the ability to use professional knowledge to discover, analyze, and solve problems (economic thinking skills), creative thinking skills, and good entrepreneurial and scientific research capabilities. The organization of the whole tutor system should be designed and improved around how to improve students’ above-mentioned abilities.

Figure 1. Process of the whole tutor system of content setting, stage division and organization form: the realization path of the whole tutor system

5.1. Mentor Intervention and Student Ideology Construction: The Basic Stage of the Whole Tutor System

For freshmen who have just entered college, the curriculum is mainly a humanities basic discipline, which can shape the ideology of students and enable them to establish an overall framework for re-recognizing the world after adulthood. The construction of ideology affects people’s life and is the basis for looking and understanding the world, so this stage is especially important. The main role of the mentor at this stage is to enable students to more quickly adapt to the learning requirements of colleges and universities and to correctly establish a framework for understanding the world. At the same time, the instructor is concerned not only with learning, but also with the growth environment behind each student, giving the students sufficient humanistic care to achieve the purpose of assisting the counselor, the class teacher to understand the students, and to guide the students. At the same time, the intervention at this stage is more likely to resonate with students and establish a closer relationship between teachers and students.

5.2. Comprehensive Intervention and Ability Identification: The Follow-up Phase of the Whole Tutor System

According to the division of the training stage, the training period of the economics major is generally divided into four stages. In the second stage, the basic subjects of humanities, subject knowledge and professional knowledge also began to learn accordingly. The task at this stage is to give students the ability to discover problems and identify the truth of the problem. It is also the comprehensive intervention stage of the tutor. The cultivation of the ability to find problems can be started from a variety of ways: First, a social phenomenon can be discussed in small groups, and the problems existing in it can be identified and identified. Understand what is the problem, what is the true problem; second, the individual student can summarize a social hotspot to identify whether it is a problem; third, in the form of social practice, go deep into a certain enterprise or other social organization, find The problems that existed in them were discussed in small groups. In general, this stage focuses on the development of student problem awareness. The role of the mentor is gradually reflected. Many face-to-face and guidance are essential for students to discover and identify problems in such complex social phenomena.

5.3. Personalized Counseling and the Cultivation of Economic Thinking Ability: The Decisive Stage of the Whole Tutor System

College students entering the third year of economics majors need to develop economic thinking skills. How to use economics to re-examine the problems in the previous stage requires individual tutoring. At this stage, the individual differences of the students are obvious. How to cultivate the economic thinking ability according to the students’ preference and ability is the main work content of the tutor at this stage. If the form of counseling in the previous stage is mainly group-based, this stage is mainly a one-on-one tutoring form for teachers and students. At the same time, it is also possible to adopt a higher grade and lower grades to organize junior students to lead the freshman and sophomore students to conduct group study, which not only makes the senior students’ professional knowledge more solid, but also can quickly improve the application ability of the lower grade students.

5.4. Counseling Deepening and Comprehensive Application of Literacy Improvement: The Key Stage of the Whole Mentoring System

The fourth stage is also the key stage of the whole tutor system. This stage mainly trains students how to use the acquired professional knowledge to discover,
analyze and solve problems. What is needed is the cultivation of comprehensive application of literacy. Take the school as an example. The main form of study for students in the fourth grade is internship. The contact between students and teachers is mainly through electronic media. The form adopted at this stage is basically based on the electronic media, one-on-one coaching, to help students how to apply what they have learned to solve the practical problems.

Through the above four stages, it is obvious that the whole tutor system is from the initial intervention to the final critical stage. The role of the tutor is progressive, the teacher-student relationship is increasingly close, and the cultivation of students’ comprehensive application ability is also in the form of spiral rise. And it is obvious that no matter at which stage, a moderate number of students is an important prerequisite for the smooth implementation of the whole tutor system.

The rapid development of the social economy requires more talents with individualized comprehensive literacy. The whole mentoring system is a good way to cultivate. However, further research and discussion are needed on the specific implementation mechanism of the whole tutor system.

REFERENCES
Interpretation of Saussure’s Arbitrariness of Linguistic Signs
—Reflections on “Course in General Linguistics”

Yuan Xie*, Qing Ouyang
Jiaxing University, Jiaxing 314200, Zhejiang, China
*E-mail: Joycextenouah@163.com

Abstract: Saussure is the father of modern linguistics. Correct and profound understanding of his arbitrariness of linguistic signs is of vital significance for understanding various schools and theories of modern linguistics. This paper analyzes and summarizes the principle of arbitrariness of linguistic signs and puts forward some ideas, hoping to better grasp and understand the important theories of modern linguistics.

Keywords: linguistic sign; arbitrariness; signifier; signified

1. INTRODUCTION
As we all know, in the history of modern linguistics, Ferdinand de Saussure is one of the most famous and influential linguists in the 20th century, and he is also the father of modern linguistics. The publication of his Course in General Linguistics not only marks the beginning of modern linguistics, but also exerts different influences on various linguistic schools in the future. Ever since then, it can be said that almost all the linguistic studies have been exploring and advancing in the direction he pointed out. Of various linguistic schools, since the beginning of the 20th century, it can be said that none of them has not been enlightened and nourished by Saussure’s linguistic thoughts [1]. However, how was the master’s linguistic theory constructed? Which of his theories should we draw inspiration from?

In the book “Course in General Linguistics”, which can be regarded as a classic of linguistics, Saussure introduced the research object of linguistics in the introduction part before introducing the arbitrariness of linguistic signs, and distinguished the two opposite concepts of langue and parole. These thoughts and theories are of great significance to the proposition of the first linguistic principle—Arbitrariness of linguistic signs. In Saussure’s view, there is only one way to solve this difficulty: one should stand on the position of language and regard it as the criterion for all other manifestations of speech activities from the very beginning. Here, Saussure has made it clear that his linguistic research object is langue rather than parole. Later, he made a comparative discussion on the concepts of langue and parole. The following formula is what he proposed:

**Formula 1:** Langue: 1+1+1+1+... 1 (collective model)

**Formula 2:** Parole: 1+1′+1′′+1′′′...

In terms of Formula One, he analyzed that “langue is something that everyone has. It is common to everyone, and it is beyond the will of people”. The meaning of this sentence is that langue is social. It is the social product of language mechanism and is shared by all people.

As for Formula Two, he analyzed that “parole is the sum of what people actually say”, including: (a) the combinations of individuals who transfer the will of the speaker, (b) in order to realize these combinations, the necessary pronunciation behavior related to the will.

From this point of view, langue and parole cannot be confused. Langue is only a definite part of speech activity. It is not only the social product of language mechanism, but also a set of necessary regulations adopted by social groups in order to enable individuals to exercise this function. Speech activities are multifaceted and complex in nature. The whole speech activity cannot be understood because it is not homogeneous. Therefore, in order to truly study language, we must regard langue as the only object of linguistic research.

As the only object of linguistic research, langue is a social system. But it also has some special properties. Langue is a symbol system to express ideas. It can be classified as a kind of humanistic fact, but parole cannot. Based on this scientific orientation, Saussure brought linguistic research into the field of semiotics for the very first time.
After that, Saussure further explained that the connection between signifier and signified is arbitrary, or, because the so-called sign refers to the whole produced by the connection between signifier and signified, we can simply say that linguistic sign is arbitrary. This leads to Saussure’s first linguistic principle: arbitrariness of linguistic signs. 3. ARBITRARINESS AND ICONICITY OF LINGUISTIC SIGNS

The so-called arbitrariness of linguistic signs means that there is no internal or natural connection between signifier and signified, and the relationship between signifier and signified is arbitrary. For example, the concept of “good” has nothing to do with the string of sounds that can be referred to as “[gud]”. It can be expressed by any other sound, such as Chinese sound “hao”. In fact, different languages use different sound forms to express the same concept, which is also confirmed, for example, “sister” is used to express the concept of “soeurs” in French. This first linguistic principle proposed by Saussure dominates the linguistics of the whole languages, and its consequences are countless.

ARBITRARINESS OF LINGUISTIC SIGNS

ARBITRARINESS AND SIGNIFIED IN SAUSSURE’S ARBITRARINESS OF LINGUISTIC SIGNS

Before we discuss Saussure’s first linguistic principle of linguistic signs, it is necessary to figure out the meaning of concepts like, sign, signifier and signified. Saussure believes that linguistic signs are by no means the simple connection between names and things. In his view, linguistic unit is a double thing composed of two elements. What linguistic signs connect are not things and names, but concept and sound image. Therefore, linguistic sign is a psychological entity with two sides, which can be represented by Figure 1:

![Figure 1. Two sides of linguistic signs](image)

Here, the sound image is not the sound of matter, the sound of pure physics, but the psychological mark of the sound, and the sound representation that our feelings prove to us. It belongs to feelings, and we sometimes call it “material”. That is only in this sense, and it is opposite to the other element of association, a more abstract concept. Based on this, Saussure called the combination of “concept” and “sound image” “sign”, and replaced them with “signified” and “signifier” respectively, because these two terms can not only indicate the opposition between them, but also the opposition between the whole which they belong to and them.

After that, Saussure further explained that the connection between signifier and signified is arbitrary, or, because the so-called sign refers to the whole produced by the connection between signifier and signified, we can simply say that linguistic sign is arbitrary. This leads to Saussure’s first linguistic principle: arbitrariness of linguistic signs.

ICONICITY OF LINGUISTIC SIGNS

Saussure’s principle of arbitrariness has been challenged once again [3]. According to Pierce’s theory, signs are defined as things that can represent or manifest other things [4]. According to him, signs can be divided into “icon”, “index” and “symbol”. Icon indicates the common nature of the sign and its object. They are similar in some aspects, such as the relationship between the photo and the person. Index refers to the existence relationship between signs and their objects, such as the relationship between smoke and fire. The iconicity of this symbol is relatively abstract, and its iconicity is lower than icon. The third one, “symbol” means that the mark has the meaning of representing the object. It is arbitrary, or the relationship between the mark and the object is purely artificial. For example, Libra symbolizes fairness. The iconicity of this symbol is even weaker because it is largely prescribed by human beings [5]. Therefore, it can be seen from the above that Saussure and Pierce studied arbitrariness and iconicity of linguistic signs from different research angles and different research levels. Saussure’s structural linguistics is the static view of Internalism [3]. At the end of 19th century and the beginning of 20th century, just as diachronic linguistics research was the mainstream of linguistic research, Saussure went against the trend and created the precedent of synchronic linguistics research. His static structural language view includes the following aspects: First, the distinction of langue and parole; second, language is a symbolic system; third, the value of language; fourth, syntagmatic and associative relations; five, synchronic linguistics and diachronic linguistics. He studied the elements and structures inside of languages. Pierce’s three symbols are not only Saussure’s linguistic signs, but broader. Therefore, whether these symbols have arbitrariness is not directly related to Saussure’s arbitrariness of linguistic signs. Linguistic sign is a special and abstract transliteration system. We can use language to reflect the world, which does not mean that our language must be the imitation and reproduction of the world without any change. Here, what Saussure refers to is linguistic signs, not Pierce’s broader symbols. Therefore, accordingly, the arbitrariness of linguistic signs here is not the same thing as Pierce’s.

ABSOLUTE ARBITRARINESS AND RELATIVE ARBITRARINESS

...
Saussure insisted on the undemonstrability of arbitrariness, while put forward the concepts of absolute arbitrariness and relative arbitrariness. In his opinion, the basic principle of arbitrariness does not prevent us from distinguishing the absolute arbitrariness, which cannot be demonstrated, from relative arbitrariness in every language. Only some linguistic signs are absolutely arbitrary. However, there is a phenomenon in other symbols that although arbitrariness cannot be cancelled, there are differences in degree. Linguistic signs may be relatively arguable [2]. For example, “vingt” (20) in French cannot be demonstrated, while “dix-neuf” (19) can be demonstrated to the some extent, because it reminds people of the elements it depends on and other elements related to it, such as “dix” (10), “neuf” (9), “vingt-neuf” (29), “dix-huit” (18) and “soixante-dix” (70) have relative demonstrability. In addition, Saussure added that even in the most favorable circumstances, argumentation is never absolute. This is not only because each element of the arguable linguistic sign is arbitrary in itself, but also because the fact that the whole value of elements is never equal to the sum of the values of all parts.

In the end, Saussure concluded that there is no language that cannot be totally undemonstrable and it is inconceivable in definition that all languages are demonstrable [2]. At this point, the problem of arbitrariness of linguistic signs has been very clear. Absolute arbitrariness and relative arbitrariness complement each other. They are the two extremes of linguistic system, which jointly support Saussure’s first linguistic principle of arbitrariness.

5. CONCLUSION

As the father of modern linguistics, Saussure defined the research object of linguistics, sharpened the research direction of linguistics, and analyzed language as a unit system and a relational system. In particular, he put forward the linguistic principle of arbitrariness of linguistic signs, that is, there is no inevitable connection between signifier and signifier in linguistic signs. This not only has epoch-making significance, but also opens a new chapter in the history of linguistics. Since the publication of his “Course in General Linguistics”, it can be said that no linguistic school has not been inspired and nourished by it. Saussure’s linguistic theory has laid the foundation for future linguistic research. On the basis of that, Prague School, Copenhagen School and American Pragmatism have also developed accordingly.

Therefore, more should be done to study and reflect on Saussure’s theories and thoughts and improve the breadth and depth of our understanding on Course in General Linguistics, so as to promote future linguistic research.

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Abstract: In 2014, the Grand Canal was successfully applied for its heritage. Jiaxing section of the Grand Canal runs through Jiaxing, radiating the whole city. Excavating the tourism resources of the Grand Canal, and building an international leisure city subjects to be considered. First the study explains the historical and cultural relics of the Grand Canal (Jiaxing Section). Then it introduces the present situation of tourism development of the Grand Canal (Jiaxing Section) and clears the future development direction. Finally, it is points out that the dissemination of construction of an international leisure tourism city needs linkage development and integrated marketing communication.

The Grand Canal is the common wealth of the Chinese nation and even all mankind. On June 22, 2014, at the 38th World Heritage Conference held in Doha, Qatar, the Grand Canal of China was successfully listed in the World Heritage List, becoming the 46th World Heritage Site of China and the first World Heritage Site of Jiaxing City. Jiaxing City Master Plan (2012-2020) positioned Jiaxing as a leisure tourism city with the characteristics of Jiangnan. Jiaxing’s urban pattern is based on the canal, which is an important lifeline of Jiaxing’s economic and social development. This is an great important project for us about how to excavate the cultural connotation and unique historical value of the ancient canal, do a good job in the effective marketing and dissemination of the cultural tourism products of the canal, cultivate the international tourism brand with the characteristics of towns, and build an international leisure city of the Jiaxing Canal.

1. A SURVEY OF THE HISTORICAL AND CULTURAL REMAINS OF THE GRAND CANAL (JIAXING SECTION)

The Grand Canal (Jiaxing Section) is an important historical and cultural relic as well as a valuable tourist resource. The Jiaxing Section of the Grand Canal runs through Xiuzhou, Nanhu District, Tongxiang City and Haining City in Jiaxing. The Jiaxing section of the Grand Canal is located in the southeast of Taihu Lake. It is the main river of the Hangzhou-Jiahu Plain and the main artery of the Beijing-Hangzhou Grand Canal which connects Taihu Lake and Qiantang River from north to south. The main road of Jiaxing section of the Grand Canal is about 110 km long. From north to south, it includes six sections: Suzhou Tang, Jiaxing Huancheng River, Hangzhou Tang, Chongchanggang, Shangtang River and Chongfu- Tangqi. At present, the main channel of the Jiaxing section of the canal is centered around the Huancheng River in Jiaxing. The North Suzhou Tang (Sujia Canal) connects Jiangsu, and the South Hangzhou Tang (Jiahang Canal) connects Hangzhou, with a length of 81.22 km. In addition, before the Yuan Dynasty, the main canal channels Chongchanggang and Shangtang rivers were 29.5 km long. The canal passes through Jiaxing City, Tongxiang City and Haining City. Among them, the river in the Jiaxing is 40.8 km, Haining 27.4 km and Tongxiang 43.87 km [1].
In Jiaxing section of the Grand Canal, two heritage sites, Changhong Bridge (shown in Figure 1) and Chang’an Gate (shown in Figure 2), were selected. Changhong Bridge, located in Wangjiang Jingzhen, Xizhou District, is a huge three-hole solid-bellied stone arch bridge rare on the Grand Canal of China. It is named for its magnificent momentum and resemblance to rainbow [2]. Located in Chang’an Town of Haining City, Chang’an Gate is an important hub and management channel connecting Chongchang Port and Shantang River in ancient times. Chang’an Gate was built in Zhenguang period of Tang Dynasty (627-649). And it was one of the three main weirs of Jiangnan Canal and one of the largest canal facilities on the ancient canal in Jiangnan in Song Dynasty. It adopts the double structure of three gates and two hollows. There are the old site of Chang’an Yan (old dam), the upper, middle and lower three sluice sites, the sluice river, and the Qing Dynasty’s “new and old two dams show prohibition and extortion monuments”. The Canal Basin is rich in tourism resources and important cultural relics, which provides valuable resources for the tourism development of Jiaxing Canal. Jiaxing, as one of the main cities flowing through the Grand Canal, has great cultural relics along the way and beautiful scenery on both sides of the Taiwan Strait. It is the precious tourist cultural resources of our city.

2. CURRENT SITUATION OF CANAL TOURISM DEVELOPMENT

2.1. Brief Introduction of Canal Tourist Spots

Jiaxing is a tourist city based on history and culture of Jiangnan. The canal is an important part of Jiaxing’s history and culture. The development of canal cultural tourism is an important breakthrough in the development of Jiaxing’s tourism. It is also an important measure to build an international leisure city around the construction of “two beauties”. The Grand Canal is not only a world cultural heritage, but also a rich tourist cultural resource. Among the 110-km-long canal, there are famous scenic spots such as Liansidang, Luohan Pavilion, Nanhu, Santa Pagoda, and provincial historic blocks such as Yuehe, Meiwian Street, Luxi Hui, Wangjiang Jingyili Street. There are also many historic and cultural towns such as Puyuan, Shirimen, Chongfu, Chang’an, Yanguan, Xucun, and industrial tourism demonstration sites such as Wufangzhai, Jiaxin Silk, Fengtongyue Blue Yinbu. In addition, there are some key cultural relics protection units in China, such as the site of the First Congress of the Communist Party of China, the Wensheng Monastery and the Luojiajiao Site [3]. The “Yunre No. 1” hot spring running in 2013 is also a rare natural resource. According to incomplete statistics, there are two national 5A scenic spots along the canal (Nanhu, Wuzhen), 81 related cultural heritages, of which the three towers of the canal are the symbol of the Beijing-Hangzhou Grand Canal. These rich resources are the precious tourism wealth of Jiaxing, creating possibility for the next development of cultural tourism products of the canal.

2.2. The tourist attractions developed well

At present, among the scenic spots along the canal, the more mature scenic spots include Nanhu Lake, Yuehe River, Wuzhen and Xitang [4]. Nanhu has always been famous for its charming scenery of “Smoke flying, breeze coming”. Located in the south of Jiaxing City, it is named “Nanhu”. Now, Nanhu Lake has been incorporated into Nanhu Scenic Spot, which is located in Jiaxing City, with a planned area of 276.3 hectares, including 98 hectares of water area. The natural resources of Nanhu Lake are excellent in general, with obvious regional division, many kinds and better protection. The plants in the scenic area are also well protected, with a natural environment. Nanhu scenic spot not only has rich natural resources, but also has strong human tourism resources. South Lake has a strong revolutionary atmosphere. It is this revolutionary atmosphere that attracts tourists from all over the world to visit South Lake. Small scenic spots in Nanhu Scenic Area also have their own characteristics, such as Nanhu Red Ship. Tourists can go to the Red Ship and feel the atmosphere of the revolutionary party when they held secret meetings, which is a revolutionary atmosphere that cannot be felt in ordinary places. You can also go to the Yanyu Tower on Huxin Island to relax your mood.

The Yuehe River is a tributary of the Canal. It is named for its water bending around the city like the moon. Since the Ming and Qing Dynasties, the Yuehe area has formed a prosperous market. In the street area, the traditional dwellings are built by water, and the ancient streets and alleys are tortuous and crisscrossed. The rivers, bridges, narrow lanes, old dwellings and galleries are restored and show a strong style of the ancient city of water village. Many centuries-old brands reflect the prosperity of the old Jiaxing “Jiangnan Fucheng”. Jiahe Shuiyi, Dragon Boat Festival Folk Culture Experience Hall, Zongzi Culture Museum, Yusui Fengmixing and other special attractions are gathered in the neighborhood. Shadow theatre, play evaluation bookstore, flower and bird market, antique market and other leisure places are introduced.

Wuzhen is a typical ancient water town in the south of the Yangtze River in China. It is known as “the land of fish and rice, the house of silk”. Building streets along the river banks, streets and bridges connected, houses built by rivers and river and town integration, forming the unique architectural elements of Jiangnan, such as water Pavilion, Bridges, Stone Lane and Mao Dun’s former residence, embody the humanistic thought of “harmony is the beauty” of Chinese classical dwellings. Wuzhen present the spatial charm of the ancient town of Jiangnan Water Town with its overall beauty of harmonious coexistence of natural environment and humanistic environment. Wuzhen is...
Xitang is known as a living thousand-year-old town. In the ancient town, nine rivers crossed the town and intersected with each other, dividing the whole town into eight plots [5]. With its rooting and “water” environment, Xitang ancient town has its unique natural landscape and human characteristics since ancient times. There are 27 stone bridges, 122 ancient lanes and more than 1000 m long galleries in the 1 square kilometer old town area. There are nearly 20 scenic spots such as West Garden, Seed Fortune Hall, Stone skin, Root Sculpture Hall, Button Museum, Holy Hall, Seven old Temple and Ni Tianzeng’s ancestral residence.

2.3. Development Direction in the Future
2.3.1. Construction from the point
In recent years, Jiaxing has invested a lot of money in the development and construction of Yuewang Temple, Shuangkui Lane, diversion Pier, Wensheng Monastery, Spoon garden, Nanhu Fishing Village, Fanghezhou Park, Lanxiu Garden, etc. After the completion of the main building, most of the new cultural landscapes have not been well arranged and managed. Most of these newly-built cultural landscapes have been leased to community organizations or individuals to operate, thus losing their tourism merits. For example, Spoon Garden was a famous garden on the northwest coast of Nanhu Lake in the late Ming Dynasty. It was the private garden of WuChangshi, a Cadre officer in Chongzhen period of Ming Dynasty. Qian Qianyi, Wu Weiye and other celebrities had visited it. Liu Rushi, a famous prostitute in the south of the Yangtze River, with Qian Qianyi, a romantic folk story that tourists admire. Such as Wensheng Monastery, it can become the Canal Cultural Experience Hall, showing the profound historical and cultural heritage of Jiaxing. Similarly, Yuewang Temple, Fanghe Island and so on, so that many landscapes can only be used as tourism resources but not as tourism products. In addition, boat culture museum, power museum, post and telecommunications museum, including the newly opened May fourth Culture Museum, are the pearls that scattered around the canal. But they do not play a tourist function well. Changhongqiao and Yili Street are national-level locations and provincial historic blocks with a certain cultural content. There are Wendian Bridge, Jiyang Bridge, Xunyang Bridge and Carved Castle of Sujiia Railway. At present, these are scattered among the people in the form of original ecology. They are all tourism resources with tourism development value.

2.3.2. Canal in series
The main point of the canal is water. At present, only Nanhu Lake serves Jiaxing aquatic tourism. Because of the limited number of boats in the scenic area, the aquatic upstream products cannot meet the needs of the tourism market. Enter the South Lake scenic spot, then take the boat from the scenic spot meeting Park, and arrive at Huxin Island by waterway, then enjoying the scenery of smoke rain floor (the whole island area is only 17 acres in size, can basically be visited in 10 minutes), and visit the “First Congress commemorative boat-red boat, then take the boat to the “Revolutionary Memorial Hall” to review the party’s construction process. This process does not take much time for tourists. Most people will leave, which will make it boring to visit the South Lake. In fact, there are many historic sites around Nanhu Lake which are also worth appreciating, such as Meiwan Old Street, Trench Tower, Shen Junru Memorial Hall and so on.

Huancheng River and Hangzhou Tangsanta Road are important water tour routes in the city. Since the development in 2006, it has become an influential tourist line with its unique water customs and regional characteristics. In 2015, it was also selected as one of the “Enjoyed Night” characteristic routes in the Yangtze River Delta.

Today’s tourism is different from the past horse-and-flower sightseeing. Leisure tourism is the mainstream. Shipping instead of walking is a good way of leisure tourism. At present, Jiaxing’s waterways have been closed to navigation and basically meet the needs of tourism. Therefore, on the premise of ensuring safety, we should appropriately liberalize the management rights of cruise ships, actively encourage social funds to invest in water tourism projects and improve water activities. Extend service time, enrich night life. At the same time, we need to develop water (boat) shopping malls, water (boat) performances, and further improve the way of operation of boat vegetables (to prevent river pollution), so that Jiaxing Canal tourism can reappear the flourishing scenery of gathering ships and weaving cruise ships.

3. MARKETING AND COMMUNICATION MEASURES OF JIAXING INTERNATIONAL CANAL LEISURE CITY
3.1. The Foundation of Linkage Development and Integrated Marketing
The whole city’s tourism resources and tourism development system are still divided into cities and counties, and the integrity and linkage are weak. The comprehensive development of canal international tourism needs to protect and rationally develop a large number of precious historical and cultural relics scattered along the canal. It also needs to connect the product of tourism projects with the development of routes and the market as a whole. That is to say, it is impersonally necessary to break the situation of the separation of cities and counties, the separation of
departmental resources, and make full use of the article of “International Leisure Jiangnan Canal City”. The layout of tourism format in the tourism complex is more in line with the needs of modern people for leisure and vacation, and is more active and advantageous in market competition. A relaxing holiday environment in the area, cultural experience theme hotel, fitness cycling line, camping base, entertainment and leisure shopping, etc., which realize the matching of tourism and tourism integrated services, to shape a new brand image of Jiaxing international tourism.

On June 24, 2014, the Beijing-Hangzhou Grand Canal City Tourism Promotion Alliance was established in Hangzhou, which consists of 18 cities along the canal. Jiaxing has joined forces with Hangzhou, Suzhou, Wuxi and Yangzhou to discuss the canal tourism cooperation and seek the canal tourism development. Participating in the Beijing-Hangzhou Grand Canal City Tourism Promotion Alliance, and focus on the Hangzhou Consensus “Ten One” project, constantly expand the tourist market at home and abroad, so that more Chinese and foreign tourists can appreciate the beauty of the Grand Canal and experience the ancient canal culture. Jiaxing should aim at the cultural tourism of the canal, on the basis of strengthening the protection, further improve the packaging of the characteristic products of the water towns in the south of the Yangtze River and actively create canal tourism routes with international influence. The development of canal tourism routes will be brought into the main body of product development and propaganda of the city’s tourism routes. Focus on attracting overseas tourists. At the same time, we should actively use various marketing and communication means to publicize the unique historical and cultural value and beautiful scenery of the Grand Canal, actively carry out cultural tourism promotion activities with the theme of the Grand Canal, and further promote the tourism culture of the Grand Canal.

The basis of communication in the whole canal leisure city is to carry out linkage development and integrated marketing. It is not only necessary to break down the division of urban and county areas and the separation of departmental resources, but also need to carry out joint development with the canal cities and conduct integrated marketing as a whole. In the aspect of development, we can advance steadily around the construction goal of “one organization, one entrance, one logo and one fund”.

An organization. The Grand Canal Tourism Alliance was founded by Jiaxing Tourism Bureau. It consists of two organizations, the Grand Canal Tourism Cooperative Committee (the Committee Office) and the Grand Canal Tourism Development Promotion Center. The Grand Canal Tourism Collaboration Committee, referring to the practice of the Great Lakes Commission of the United States, appoints a local official to represent the Canal City and its provinces, and establishes a special committee office. Civil and non-governmental organizations of the Grand Canal Tourism Development Promotion Center are responsible for the implementation of specific affairs. The alliance operates through the mode of “committee member + promotion center”. The committee is responsible for the coordination and communication between governments, and promotion center is in charge of the implementation specific matters. The operation of the promotion center is realized by purchasing services from the government.

The alliance aims to promote exchanges and coordination between Canal cities and the design, marketing and promotion of tourism products, policy coordination and appeal for heritage protection of the Grand Canal. The alliance promotes the formulation of tourism product development norms, the Grand Canal tourism service standards, the establishment of the alliance scenic spot classification, etc. Taking the Grand Canal tourism cooperation as the starting point, we should do a good job in tourism product planning and promote the improvement of tourism service level.

An entrance. In view of the large number of foreign tourists, especially self-help tourists in Europe and the United States, the Grand Canal website is established and a unified supervision telephone for tourism services is set up. As long as the scenic spots marked with the logo of the Grand Canal Tourist Federation, we can directly enjoy the services provided by the Tourist Federation.

A logo. The Tourism Alliance promotes the standards of tourism service, and issues unified logos for attractions and institutions entering the Tourism Alliance, creating a standardized and high-level image. We will promote the one-card system of tourist union scenic spots step by step.

A fund. Establish the Canal Tourism Promotion Fund. In order to better promote the joint development of the Grand Canal tourism, financial support from the cities along the canal, and actively introduce social capital to establish the Canal Tourism Promotion Fund.

3.2. Marketing Communication Measures

In recent years, relying on the advantages of resources, regions and transportation, Jiaxing City has successfully built a large number of influential tourism brands including Nanhui, Wuzhen, Xitang, Yanguan and Leather City. As China’s Grand Canal moves towards the international market and the opening of Disneyland, it is necessary to build the Canal as the core product of leisure and vacation tourism in our city, and to build a comprehensive supporting and public service system for urban tourism based on internationalization and standardization. Especially, we should speed up the construction of service system for Intelligent Tourism construction, increase investment in tourism informatization, establish
intelligent tourism management, intelligent tourism service and intelligent tourism marketing system, enhance the overall informatization level of tourism industry, and truly match the trend of domestic leisure tourism and international tourism service system.

3.2.1. Establishment of 3D canal on the internet

Compared with the traditional tourist attractions, the Grand Canal is a collection of tourism products. In order to better carry out the scientific popularization and publicity of the Grand Canal, it is suggested to establish a 3D canal online. The 3D Canal integrates all the scenic spots along the canal, providing the overall landscape and introduction of each scenic spot. Through 3D display (As is shown in Figure 3), it is helpful to realize the panoramic presentation of the Grand Canal, enhance people’s initial experience of the Grand Canal, and understand the relevant knowledge of the Grand Canal.

Figure 3. 3D canal display

3.2.2. Multichannel communication and promotion

Unify the content and caliber of external communication. In order to ensure the consistency of external brand communication, the alliance coordinates the calibre of external brand communication of cities, and maintains unification in brand logo, main propaganda slogans and the overall image of the Grand Canal. Every year, the alliance organizes the overall promotion program of the Grand Canal.

Broaden the channels of network communication. In terms of promotion methods, we should be more innovative, no longer confined to exhibitions, magazine advertising and other forms, and make better use of the Internet and self-Media resources. Make good use of Internet promotion forms. Cooperate with famous search engines at home and abroad to obtain the priority of “Ancient canal” brand search, Baidu is chosen as the image search engine, and Google is chosen as the text search engine. Establish the official professional website of “Jiangsu Ancient Canal Tourism” and establish links with tourism related websites. Special editions have been set up in well-known online communities in China (such as TianYa, Xici, etc.) and well-known travel websites in China (such as CTRIP, etc.).

Make full use of foreign self-Media platform for communication. Considering the current social habits of young people, we should actively promote the brand awareness of China Canal through the mainstream new media platforms such as Facebook, Twitter, Instagram, Pinterest, YouTube and Tripadvisor to promote the pictures and texts of the Grand Canal and share the travel notes compiled by our travel experience. The 3-D website of the Grand Canal is embedded in the promotion content, so that foreign tourists have a more real experience.

3.2.3. Promoting the theme of “Beautiful China-wonderful Canal”

The promotion of the overall image of “Beautiful China” tourism in China is an external promotion activity organized by the National Tourism Administration. Previously, the promotion of “Beautiful China-Ancient Great Wall” has achieved good results. It not only promotes the brand of tourism products, but also promotes the image of China. The Beijing-Hangzhou Grand Canal and the Great Wall form a large number of people in China. The Grand Canal is absolutely worth showing to people all over the world. The promotion of the Grand Canal is a demonstration of Chinese history and social culture, so it is more meaningful and will also be supported by the National Tourism Administration.

3.2.4. China grand canal historic and cultural heritage tour exhibition

Taking the successful application for world cultural heritage of the Grand Canal as an opportunity, the Grand Canal Historical and Cultural Heritage exhibition was first held in key European countries and the United States. Grand Canal tourism has rich connotations. The Grand Canal History and Culture Exhibition is essentially a display of Chinese history and traditional Chinese culture. From the image display of the Grand Canal, the history of the Canal, the city on the Canal, the life of the Canal people, the lakes on the Canal, the ancient towns on the Canal, the canal water conservancy projects, the bridges on the Canal, etc. The unique charm and strong cultural accumulation of the Grand Canal are fully displayed in the form of picture albums, photographs, films, 3D animation and online interaction.

3.2.5. Make full use of cultural product dissemination

We should fully explore the historical and cultural themes of the Grand Canal, encourage the creation of movies, TV plays, animation and stage plays related to the Grand Canal, and display the rich historical and cultural heritage of the Grand Canal with another way of expression. Through the dissemination of cultural products, the Grand Canal will be displayed to the whole world.

3.2.6. Develop strategic cooperation with tourism companies

Establish strategic cooperation with important outbound tourism companies in target market countries, give propaganda subsidies, and carry out sales promotion offensive in key target markets in a planned way. With the maturity of the international exhibition industry, its professionalization trend is becoming more and more obvious, and many professional trade associations and international organizations have been formed in practice. Form cooperation with the International Association of
Conferences, introduce international conferences in canal cities, and strengthen the influence of canal tourism.

It is our duty to protect the Grand Canal, publicize it, construct it, comprehensively and systematically reveal its historical value, cultural connotation, water conservancy function and tourism resources. Taking the successful application for world cultural heritage of the Grand Canal as an opportunity, we should further strengthen the organic integration of the Canal culture with Wuyue culture, Jiangnan culture, water town and ancient towns, folk culture and tidal culture. Develop the cultural tourism of the Grand Canal in an all-round way, construct canal tourism products with the characteristics of water towns, and strive to build Jiaxing into an international leisure city of the Canal.

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Application Effect of Full Electronic Information Scheduling in Nursing Human Resource Management for Oncology Department

Man Li1, Zixiang Liu1, Meiwen Liao1, Ting Cao2,*
1Department of Oncology, Jingzhou Central Hospital, The Second Clinical Medical College, Yangtze University, Jingzhou, Hubei 434020, China
2Department of Orthopedics, Tongji Hospital, Huazhong University of Science and Technology, Wuhan, Hubei 430000, China
*E-mail: 350661399@qq.com

Abstract: Objective: To discuss the application effect of full electronic information scheduling in nursing human resource management for Oncology Department in our hospital. Method: Conventional scheduling method was used for nursing human resource management for Oncology Department in 2017, while full electronic information scheduling mode was applied for nursing human resource management for Oncology Department in 2018. Human resource management quality in the two time periods was compared. Results: Nursing personnel management quality, satisfaction rate of nursing personnel and satisfaction rate of patients in 2018 were higher than those in 2017, and different parameter comparison had statistical significance (p<0.05). Conclusion: Full electronic information scheduling has important application effect in human resource management of Oncology Department, and it can improve service quality, promote improvement of satisfaction rate of nursing personnel and drive promotion of operating room nursing management level.

Keywords: full electronic information scheduling; nursing of oncology department; human resource management; application effect

Nursing personnel of Oncology Department bear heavy work stress for a long time. Their working time is long, so they cannot have a good rest, which affects actual service quality, leads to nursing errors in practical management and even results in doctor-patient disputes. Under the new era background, higher requirements are proposed for human resource management in Oncology Department. It is very significant to enhance human resource management quality and guarantee normal work of operating room through exploring nursing personnel scheduling mode of Oncology Department. Meanwhile, the development of electronic information technology provides more choices for hospital management [1]. In order to keep improving nursing human resource management quality of Oncology Department, stick to people first and fully coordinate work and life of nursing personnel, the application of full electronic information scheduling in nursing personnel management of Oncology Department was summarized in combination of human resource management data of our hospital in different time periods.

1. DATA AND METHOD

1.1. General Data

There were 80 nursing personnel in the four inpatient areas of Oncology Department, including 4 male nursing staffs and 76 female nursing staffs. The age was 23-45 years old, with the average age of 29.85 ± 4.37. The years of working was 2-22 years, with the average value of 7.39 ± 4.06. Among them, 38 gained junior college degree; 29 gained bachelor degree; 13 gained master degree. Job titles: 1 chief nurse, 1 associate chief nurse, 4 senior nurses in charge, 12 senior nurses and 62 nurses. The quantity and posts of nursing personnel in Oncology Department were not changed in 2017 and 2018. Besides, the case data of all kinds of surgical patients received in the two different time periods differed little. All these guarantee the parameters of human resource management in different time periods can be compared (p>0.05).

1.2. Method

In 2017: the conventional method was used for human resource management. The nursing personnel scheduling method followed traditional “3 shifts and 8 hours” scheduling mode. Through the fixed scheduling mode, 80 nursing personnel were arranged for day shift, middle shift and night shift. Different personnel formed the groups according to their working time.

In 2018: full electronic information scheduling mode was used for human resource management. The detailed method is as below: (1) full electronic information scheduling system design. “Spider solitaire” game design thought was followed for full electronic information scheduling system design. The nursing personnel were grouped in advance, and
arranged in different modules. Meanwhile, electronic attendance system for nursing personnel was established, and the flexible scheduling module was established according to functional area features of Oncology Department. The tree diagram of personnel structure at different posts was designed, and the personnel were grouped. In addition, the information of nursing personnel was inputted. The computer was used to simulate personnel arrangement. Personnel arrangement could be completed through the mouse. Special shifts were added in the scheduling mode, including 4 main shifts (11:00-7:00, 13:00-22:00, 8:00-12:00 and 16:00-24:00). The names of personnel in the special shifts were marked with colors. Based on the above system, affiliated hospital information was established. Virtual inpatient area of Oncology Department and hospital information management system were combined to grasp personnel arrangement in time. In the monitoring process, daily treatment progress and relevant information were shown synchronously so that the head nurse could dynamically adjust and allocate nursing personnel. (2) The detailed management methods include the following: ① in the aspect of attendance management, the colors of names of different nursing personnel based on electronic scheduling mode became “black” from “green”, prompting that the nursing personnel checked in successfully. The color change could help understand the attendance state of nursing personnel. The head nurse had the right to know check-in of different nursing personnel for the convenience of intervention. For those who came late and left early, they would be punished as per the management system. For those who continued to work for a long time, the head nurse could arrange them to take a vacation. ② Application of full electronic information scheduling. The head nurse or the person-in-charge dragged relevant personnel with the mouse to corresponding wards from the tree diagram according to treatment arrangement to complete nursing personnel arrangement. For shift change of nursing personnel, the person-in-charge could finish the operation through dragging the mouse to achieve personnel arrangement and adjustment. After nursing personnel finished the work, the person-in-charge dragged the names of nursing personnel to “virtual off-duty” module, indicating that the nursing personnel could get off work. ③ Dynamic management and regulation. For the nursing personnel in the special shift, their names were purple. At this moment, the time problem should be considered in work arrangement process, which contributes to scientific planning.

1.3. Observation Index
(1) Job satisfaction rate of nursing personnel; (2) satisfaction rate of patients; (3) nursing management quality

1.4. Evaluation Criteria
Job satisfaction rate of nursing personnel was known by the questionnaire survey. According to the answers of nursing personnel, “basically satisfied”, “very satisfied” and “dissatisfied”, basic satisfaction rate + very satisfaction rate = total satisfaction rate [2]. For the nursing satisfaction rate of patients, 100 questionnaires were taken at random from the nursing questionnaires in different time periods, and the satisfaction was counted [3]. Nursing management quality was evaluated as per Examination Content and Evaluation Criteria of Nursing Work Quality. The full score was 100. The higher scale, the better nursing management quality [4].

1.5. Statistical Method
SPSS19.0 statistical software was used for data analysis. Measurement data and enumeration data were expressed as mean ± standard deviation and percentage respectively. The differences were tested with t and χ² test. p<0.05 means the difference has statistical significance.

2. RESULTS
2.1. Satisfaction Rate of Nursing Personnel
Relative to 2017, the satisfaction rate of nursing personnel improved obviously in 2018 (p<0.05), and there was statistical significance, as shown in Table 1.

<table>
<thead>
<tr>
<th>Time</th>
<th>No.</th>
<th>Very satisfied</th>
<th>Basically satisfied</th>
<th>Dissatisfied</th>
<th>Total satisfaction rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>80</td>
<td>35 (43.85)</td>
<td>35 (43.75)</td>
<td>10 (12.50)</td>
<td>70 (87.50)</td>
</tr>
<tr>
<td>2018</td>
<td>80</td>
<td>40 (50.00)</td>
<td>39 (47.50)</td>
<td>1 (1.25)</td>
<td>79 (97.50)</td>
</tr>
<tr>
<td>χ²</td>
<td>/</td>
<td>/</td>
<td>/</td>
<td>/</td>
<td>7.907</td>
</tr>
<tr>
<td>p</td>
<td>/</td>
<td>/</td>
<td>/</td>
<td>/</td>
<td>0.004</td>
</tr>
</tbody>
</table>

2.2. Satisfaction Rate of Patients
In 2017, among the 100 satisfaction rate questionnaires, 75 questionnaires expressed satisfaction, with the satisfaction rate of 75.00%. In 2018, among the 100 satisfaction rate questionnaires, 97 questionnaires expressed satisfaction, with the satisfaction rate of 97.00%. The satisfaction rate of patients in 2018 improved obviously, compared with 2017 (p<0.05).

2.3 Nursing management quality score
In 2017, the comprehensive score of nursing management quality was 83.78 ± 4.29. In 2018, the comprehensive score of nursing management quality was 95.61 ± 2.05. Inter-group comparison had statistical significance (p<0.05).

3. DISCUSSION
Scheduling mode plays an important role in human resource management of Oncology Department. However, the traditional scheduling mode has many defects in nursing management. For example, there are just a few staffs in the night shift, which increases the difficulty in handling patients with emergency and...
severe disease. The scheduling mode of nursing personnel is fixed, and not flexible enough. The nursing personnel bear heavy workload, which influences their physical and psychological health and this affects nursing quality [5].

The full electronic information scheduling implemented in 2018 has the following advantages in terms of nursing human resource management of Oncology Department: (1) Scheduling mode innovation. The electronic information scheduling fully applies modern scientific and technological achievements in nursing human resource management of Oncology Department, achieves management informatization, improves information transfer convenience, and innovates on the basis of traditional nursing mode [6]. (2) Improvement of nursing personnel management quality. The informatization mode can pay attention to people first in nursing personnel attendance and nursing task arrangement of Oncology Department. The nursing personnel can grasp job arrangement in time through the mobile terminal. For the nursing personnel who work for a long time, they may be ranged to take a holiday rationally so as to reach combination of work and rest [7]. (3) Improvement of nursing management quality. The head nurse and other supervisors can grasp the operation of different shifts and working state of nursing personnel through full electronic information scheduling system and centralized monitoring. For the emergencies, nursing personnel, reasonable deployment can be conducted according to the conditions of nursing personnel to enhance nursing management quality [8]. (4) Nursing quality guarantee. Full electronic information scheduling can help reasonably arrange manning and quantity, provide effective nursing for patients and ensure nursing service quality [9].

In this study, through the application of full electronic information scheduling management mode in human resource management of Oncology Department in 2018, the satisfaction rate of nursing personnel rose to 97.50% from 87.50%, and the satisfaction rate of patients rose to 97.00% from 75.00%. Meanwhile, the comprehensive score of nursing management quality also increased to 95.61 ± 2.05 from 83.78 ± 4.29, indicating the good application effect of full electronic information scheduling on human resource management. This conclusion is similar to the research result of the literature [10].

4. CONCLUSION

In conclusion, full electronic information scheduling has important application effect in human resource management of Oncology Department, and it can improve service quality, promote improvement of satisfaction rate of nursing personnel and drive promotion of operating room nursing management level.

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Research on International Trade Risk Prevention and Control Mechanism under the Background of the Belt and Road Initiative

Dafeng Xu¹, Jingbo Yang¹, Tongtong Xu²,*
¹School of Economics and Management, Shandong Jiaotong University, China,
²Shandong University of Finance and Economics, China
*E-mail: xttong2018@163.Com

Abstract: “One Belt One Road” has become one of the most important strategies of China’s economy and trade. In order to understand the impact of this strategy on China’s national trade, ISM-AHP model was employed to analyze the risks caused by various influencing factors qualitatively and quantitatively. The ISM model is firstly used to qualitatively identify factors affecting China’s international trade risk under the background of “One Belt One Road”, and then the AHP method was employed to quantitatively analyze and determine the ranking of these risks, so that the key influencing factors can be found. Then, the mechanism which may help to prevent and control China’s international trade risks under the context of “One Belt One Road” has been constructed to provide support for China’s international trade risk prevention and control theoretically and practically.

Keywords: “One Belt One Road”; international trade; risk; ISM-AHP model; prevention and control mechanism

1. INTRODUCTION

The “One Belt One Road” Initiative is an enormous trade and infrastructure project designed to connect China with dozens of economies in Asia, Europe, Africa and Oceania, both materially and economically [1,2]. The definition of the strategy consists of two parts: “One Belt” reproduces the ancient Silk Road on land, and “One Road” represents a sea route through various oceans. Specifically, it refers to the international trade network established by the economic cooperation among countries in Southeast Asia, South Asia, Middle East, North Africa and Europe, starting from China’s coastal ports. The total area is about 50 million square kilometers, involving a population of about 3 billion, and there are abundant energy minerals, tourism culture resources and agricultural resources along the line. The economies of each country are highly complementary, and each field, such as transportation, finance, communications, and agriculture, has great potential for mutual benefit and reciprocity [3]. Because the strategy involves a wide geographical range and covers a huge population, China’s international trade under this background will be affected by many factors, face complex and diverse risks, thus, predicting and evaluating various risks is necessary to ensure the smooth international trade [4].

As far as single international trade is concerned, the transaction cannot be timely arrived due to the entire transaction process taking a long time from the beginning of the contract to the completion. At the same time, the different currencies used by both sides in international trade will be subject to fluctuations of the international financial market, which will lead to the rise and depreciation of the exchange rate risk in the process of international trade [5]. Secondly, the contracting parties are from different countries with different judgments on the rights and responsibilities related to the contract. Once there are some detailed questions such as omissions in the contract formulation process, it will lead to miscalculation and disputes in the contract performance process. Contract risks arising therefrom will bring significant trade frictions to China’s international trade. Moreover, also there may be contract fraud, such as trade for theft famous brand trademarks, falsely claiming patented products, counterfeiting international products, and forged qualification certificates, etc., to successfully defraud the trust of enterprises to sign unfavorable trade contracts. Then unilaterally fails to perform the contract treaty with all sorts of reason, which will make the enterprise suffer serious economic losses [6]. Furthermore, the trading countries may use their own interests as a starting point to propose trade protection policies through the use of self-interested economic instruments such as anti-dumping, quota-limiting and high tariffs on imported products. Due to the immediacy and unpredictable nature of the policies, these disadvantages, once the policy is introduced, will definitely have policy risks that will greatly impact the export of Chinese enterprises. Finally, international trade follows the laws of the market, and prices are affected by factors such as supply and demand in the international market and changes in the prices of production factors. When the pricing is determined by the relationship between supply and demand, the price risk arises due to the imbalance between supply and demand, which leads to the loss of our trade interests, such as the compression of profit margins. In addition, the price will be affected by factors such as the macroeconomic level of other countries, the
The above-mentioned risk factors are all huge challenges that Chinese companies may face when they conduct business and projects abroad under the single international trade. In terms of the impact of strategy implementation on national and personnel security, there are great differences between the two countries in culture, religion, folk customs, concepts and degrees of economic openness, concepts of property rights protection and consumers’ rights and interests, which will lead to various risks [7]. In addition, as far as the western region of China is concerned, the special historical and cultural environment may expose China’s international trade to various threats such as ethnic separatism, religious extremism and terrorism, as well as disputes between neighboring countries [8]. At the same time, the political situation, security environment and rule of law capabilities of trade-participating countries are also important aspects of international trade risks. In addition to the above-mentioned cultural, policy and other aspects, the unpredictable and inevitable influencing factors brought about by the natural environment cannot be ignored. The extremely harsh natural environment will bring disastrous influence for international trade and even the whole “One Belt One Road” construction, such as the paralysis of logistics and traffic caused by strong earthquakes raised from plate movement, and the devastating storm caused by vicious climate [9]. Combining the above-mentioned single international trade and the risk factors for personnel safety in terms of strategy implementation, it can be seen that the impact of various factors on international trade is interrelated and complex, and it is difficult to determine the relative importance of each factor, thus leading to a lack of pertinence in dealing with and responding to risks. While developing steadily, a reasonable response to possible risks is an important measure to ensure the smooth implementation of the strategy. Therefore, this paper, based on the Interpretive Structure Model (ISM), constructed a multi-level structure diagram for various factors influencing the construction of the “One Belt One Road” [10,11], and explore the differences between different levels and the same level, and explore the relationship between different levels and factors at the same level, and then make an Analytic Hierarchy process Progress, AHP) [12-14] to determine the relative importance of various factors, provide theoretical and practical support for risk prevention and control of China’s international trade, put forward specific countermeasures and suggestions for Chinese government and enterprises to deal with risks, and further promote the construction of the “One Belt One Road”.

2. THE INFLUENCE FACTOR ANALYSIS AND SYSTEM CONSTRUCTION OF THE “ONE BELT ONE ROAD” CONSTRUCTION

Based on the analysis of the existing data and the actual situation since the implementation of the strategy, this paper preliminarily determined a total of 27 influencing factors affecting all aspects of “One Belt One Road” construction, and divided them into five aspects of trade, cultural, policy, security and nature, as shown in Table 1 [15,16].

<table>
<thead>
<tr>
<th>Classification</th>
<th>Influencing factors</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade</td>
<td>Transnational currency exchange rate fluctuations</td>
<td>F1</td>
</tr>
<tr>
<td></td>
<td>Contract fraud (theft, counterfeiting, etc.)</td>
<td>F2</td>
</tr>
<tr>
<td></td>
<td>Contract default</td>
<td>F3</td>
</tr>
<tr>
<td></td>
<td>Perfection degree of trade organization</td>
<td>F4</td>
</tr>
<tr>
<td></td>
<td>Commodity profit space (Commodity profit margin)</td>
<td>F5</td>
</tr>
<tr>
<td></td>
<td>Economic development level of countries along “One Belt One Road”</td>
<td>F6</td>
</tr>
<tr>
<td></td>
<td>Consumption level and price level in importing countries</td>
<td>F7</td>
</tr>
<tr>
<td></td>
<td>Extensive scope of cooperation with China</td>
<td>F8</td>
</tr>
<tr>
<td></td>
<td>Cross-border logistics</td>
<td>F9</td>
</tr>
<tr>
<td>Culture</td>
<td>Cultural and folk-custom differences</td>
<td>F10</td>
</tr>
<tr>
<td></td>
<td>National separatism</td>
<td>F11</td>
</tr>
<tr>
<td></td>
<td>Religious extremism</td>
<td>F12</td>
</tr>
<tr>
<td>Policy</td>
<td>Fiscal policy</td>
<td>F13</td>
</tr>
<tr>
<td></td>
<td>Policy support</td>
<td>F14</td>
</tr>
<tr>
<td></td>
<td>Judgment of the rights and responsibilities of contracts in different countries’ laws</td>
<td>F15</td>
</tr>
<tr>
<td></td>
<td>Policy perfection degree</td>
<td>F16</td>
</tr>
<tr>
<td>Security</td>
<td>Whether the political situation is stable</td>
<td>F17</td>
</tr>
<tr>
<td></td>
<td>Non-traditional threats such as terrorist attacks</td>
<td>F18</td>
</tr>
<tr>
<td></td>
<td>Resource dispute</td>
<td>F19</td>
</tr>
<tr>
<td></td>
<td>Maritime passage war/dispute</td>
<td>F20</td>
</tr>
<tr>
<td></td>
<td>Security system perfection degree</td>
<td>F21</td>
</tr>
<tr>
<td></td>
<td>The rule of law in the face of threats</td>
<td>F22</td>
</tr>
<tr>
<td></td>
<td>Natural condition response ability</td>
<td>F23</td>
</tr>
<tr>
<td>Natural conditions</td>
<td>Terrestrial geography</td>
<td>F24</td>
</tr>
<tr>
<td></td>
<td>Maritime passage weather</td>
<td>F25</td>
</tr>
</tbody>
</table>
3. RISK ANALYSIS BASED ON ISM-AHP MODEL
ISM is a structural method which structuralizes a group of elements according to their sequence for a complex system. It uses simplified graphs to identify interactions in a complicated system, and is represented by a multi-level hierarchical structure. The specific principle is to transform the ambiguous viewpoint into well-ordered logic through the correlation operation between the adjacent matrix (Adjacency Matrix, AM) and the Reachability Matrix (RM) of the reaction system elements, so that the elements are subdivided into the form of multi-level hierarchical structure step by step [17].

3.1. Establish an Adjacent Matrix
The adjacent matrix illustrates the relationship between two elements in the system with binary matrix. The adjacent matrix matrix A is defined as:

\[
\begin{cases}
  a_{ij} = 1 & \text{if component } i \text{ influences component } j \\
  a_{ij} = 0 & \text{if component } i \text{ does not affect component } j
\end{cases}
\]

If component \( i \) has a direct influential relation with component \( j \), it is marked as digit 1. However, digit 0 represents that \( i \) has no effect on \( j \).

3.2. Establish a Reachability Matrix
The reachability matrix reflects the degree to which each factor node in the directed graph can reach through a certain path, and has the characteristics of the transitivity law. According to the adjacent matrix \( A \) and the transitivity characteristics of the reachability matrix, when the element \( F_i \) passes through a path of length 1 directly to reach \( F_j \), then the element “\( F_i \)” and “\( F_j \)” will be inter-related to each other. According to formulas (2) and (3), the adjacent matrix can be calculated and the reachability matrix \( R \) is obtained. Transitivity and reachability are two basic concepts in ISM.

\[
\begin{align*}
(A + I) & \neq (A + I)^2 \neq \cdots (A + I)^k - 1 = (A + I)^k \\
R &= (A + I)^k - 1
\end{align*}
\]

In the above formula, \( I \) is an \( n \)-order unit matrix, where \( k \leq n - 1 \). The operation rules of the reachable matrix mainly include the disjunction operation and the logical multiplication operation, i.e., \((0+0)= 0, (0+1)= 1, (1+0)= 1, (1+1)= 1\), i.e., \((0+0)= 0, (0+1)= 1, (1+0)= 1, (1+1)= 1\) = \((0\times0)= 0, (0\times1)= 0, (1\times0)= 0, (1\times1)= 1\).

3.3. Establish a Structural Model
The determinable set \( R( F_i ) \) of the defined factor \( F_i \) is the set of all factors that can be reached from the factor \( F_i \). The precursor set \( A( F_i ) \) of the factor \( F_i \) refers to the set of all factors that can reach the factor \( F_i \).

According to \( R( F_i ) \cap A( F_i ) = R( F_i ) \), reachability matrix \( R \) is decomposed into three levels, the first level factor \( L_1 = \{ F_1, F_2, F_3, F_5, F_7, F_8, F_{11}, F_{12}, F_{16}, F_{18}, F_{19}, F_{20}, F_{24}, F_{25}, F_{26}, F_{27} \} \), second-level factor \( L_2 = \{ F_6, F_9, F_{10}, F_{13}, F_{17} \} \), third-level factor \( L_3 = \{ F_4, F_{14}, F_{16}, F_{21}, F_{22}, F_{23} \} \). The ISM structure model of the influencing factors of the “One Belt One Road” construction is shown in Figure 1.

![Figure 1. ISM structure model of the influencing factors of the “One Belt One Road” construction](image)

3.4. ISM Analysis
According to the results of the above structural analysis, it can be seen that the index system of influencing factor of the “One Belt One Road”
construction has a multi-level hierarchical structure, which can be divided into three levels.

3.4.1. Direct affecting factors
   The direct influencing factors of the “One Belt One Road” construction involve many aspects such as trade, culture, policy, security, and natural conditions. Therefore, it is necessary to start building together from multiple angles in order to achieve good results.
   (1) Contract formulation is the first step in carrying out trade, contractual relationship is established between two parties through a contract; (2) The enterprises involved in the transaction are the major players of the trade in the construction of “One Belt One Road” and the credit level of the enterprise will directly affect the occurrence of trade risks. (3) “One Belt And One Road” was built to facilitate trade between China and countries along the route. In order to achieve this goal, it is necessary to understand the cultural background and cultural exchanges of the participating countries and to avoid conflicts due to historical or folk reasons. This also means that the emergence of strong partnerships will inevitably become a key factor in corporate development and success; (4) The maritime passages are fundamental prerequisites to ensure the normal operation of trade, and its natural conditions, such as meteorology and topography, will directly affect the circulation of commodity.

3.4.2. Indirect affecting factors
   (1) Fiscal policy will directly affect the rights and interests of both parties to the contract, and sound fiscal policy without immediate self-interest is the basic condition to ensure the smooth progress of trade; (2) The game that is based on the level of economic development of the countries along one belt one road is directly related to the issues as exchange rate, profit, consumption, price level and the scope of cooperation, etc., which makes China’s foreign trade cooperation face more challenges; (3) Cultural and folk-custom differences and the stability of political situation are the necessary conditions to provide a good implementation environment for “One Belt One Road” construction; (4) Cross-border transport is the bottleneck of economic and trade cooperation, and there are still many problems in road connectivity.

3.4.3. Fundamental influencing factors
   The construction of the “one belt one way” strategy cannot be carried out smoothly only with unilateral efforts. All countries involved need to work together to build a trade community and maximize the benefits. Therefore, the degree of policy support and perfection, the degree of perfection of trade organization, the ability of the rule of law, the perfection of security system and the ability to cope with natural conditions are the fundamental factors that directly affect the construction.

4. RISK ANALYSIS BASED ON AHP MODEL
   The AHP method is a method of determining factor weights using multi-factor hierarchical processing [18]. The problem is decomposed into different constituent factors, and they are combined according to different levels according to the relationship among the factors to form a multi-level analytical structure model [19].

4.1. Establish an Indicator System
   The index system of direct affecting factors was determined according to Figure 1, and is shown below in Figure 2.

   ![](image)

   Figure 2. Indicator system of direct affecting factor

4.2. Build The Pairwise Decision Matrix
   Using the pairwise comparison method and the 1~9 rating scale [11] to construct pairwise comparison judgment matrix X = {xij} for direct factors. Xij is the degree of influence of the i-th factor on the j-th factor, that is, Xij Represents the effect of a change in one indicator on another, and its value is listed down in Table 2.
Xij Value | Description
---|---
1 | Fi is as important as Fj
3 | Fi is moderate important than Fj
5 | Fi is strongly important than Fj
7 | Fi is very strongly important than Fj
9 | Fi is extremely important than Fj
2,4,6 and 8 are the median values of the adjacent judgments above

4.3. Calculating Weights
The geometrical average method is used to obtain the eigenvector $W_i$ corresponding to the judgment matrix. And $W_i = \sqrt[n]{\prod_{j=1}^{n} x_{ij}}$, $i, j = 1, 2, \ldots, n$; Then, normalize $W_i$, $W_i^e = W_i / \sum_{i=1}^{n} W_i$. $W = (W_1^e, W_2^e, \ldots, W_n^e)^T$ is the relative importance of n elements, ie the weighting factor. The consistency check of the judgment matrix is tested to determine the rationality of the weight coefficient. The results are shown in Table 3 below.

Table 3. The comprehensive weight ranking table of indicators

<table>
<thead>
<tr>
<th>Serial number</th>
<th>Factor</th>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>F1</td>
<td>Transnational currency exchange rate fluctuations</td>
<td>0.216</td>
</tr>
<tr>
<td>F2</td>
<td>Contract fraud (theft, counterfeiting, etc.)</td>
<td>0.101</td>
</tr>
<tr>
<td>F3</td>
<td>Contract default</td>
<td>0.104</td>
</tr>
<tr>
<td>F5</td>
<td>Commodity profit margin</td>
<td>0.095</td>
</tr>
<tr>
<td>F7</td>
<td>Consumption level and price level in importing countries</td>
<td>0.184</td>
</tr>
<tr>
<td>F8</td>
<td>Scope of cooperation with China</td>
<td>0.284</td>
</tr>
<tr>
<td>F11</td>
<td>National secessionism</td>
<td>0.021</td>
</tr>
<tr>
<td>F12</td>
<td>Religious extremism</td>
<td>0.010</td>
</tr>
<tr>
<td>F18</td>
<td>Non-traditional threats such as terrorist attacks</td>
<td>0.030</td>
</tr>
<tr>
<td>F19</td>
<td>Resource dispute</td>
<td>0.019</td>
</tr>
<tr>
<td>F20</td>
<td>Sea passage war, dispute</td>
<td>0.016</td>
</tr>
<tr>
<td>F24</td>
<td>Terrestrial geography</td>
<td>0.145</td>
</tr>
<tr>
<td>F25</td>
<td>Sea channel weather</td>
<td>0.196</td>
</tr>
<tr>
<td>F26</td>
<td>Climate types of the sea</td>
<td>0.074</td>
</tr>
<tr>
<td>F27</td>
<td>Access to natural resources</td>
<td>0.016</td>
</tr>
</tbody>
</table>

5. RISK PREVENTION AND CONTROL UNDER THE BACKGROUND OF “ONE BELT ONE ROAD”
Based on the above analysis, this paper proposes the following risk prevention and control measures for key risk factors:
(1) Firstly, in terms of currency measures, we should strengthen the monitoring of the fluctuation of bank interest rate and standardize the internal control mechanism of interest rate risk; actively improve China’s capital market to prevent the risk of stocks and bonds; improve the macroeconomic environment, establish a foreign exchange risk management mechanism, and provide reliable advice to regulators.
(2) Followed by policy measures. Conduct international trade market research, strengthen research on the political situation, economic policies, security environment, legal system, etc., of trading countries, scientifically predict possible political, economic, social, security and other risks, and make trade risk prevention plan, we should also strengthen the research on the development of related industries, the quality level of similar products, the consumer groups, and the goods security services of the trading countries, and effectively grasp the market environment and competitive advantages of Chinese enterprises’ export products, and maximize the value-added of trade.
(3) Moreover, is the issues on logistics and transportation. Risk assessment should be carried out on such links as trade transport capacity, traffic conditions, storage facilities, freight distribution, sales service etc., scientifically analyze trade risk points, and formulate risk operation plans to establish a safe, convenient and efficient integrated transportation system, unify transportation standards, promote infrastructure construction, and promote transportation facilitation.
(4) In terms of other aspects, China should properly handle relations with other countries. More stronger relationship should be established between China and foreign parties, let them realize that we can learn from each other, reduce the possibility of mutual strategic misunderstanding, and avoid conflicts and seek common development. On the basis of trade development, we will actively invest in the construction of industrial projects that have their own advantages and are in urgent need of development, and ultimately benefit from closer cooperation.

6. CONCLUSIONS AND PROSPECTS
While effectively allocating resources of various countries, the “One Belt One Road” construction has also brought some uncertain risks. Investors need to carefully assess their commercial viability before participating in any new project, which may affect
their ability to obtain project financing. This paper uses the ISM method to clarify the complex factors affecting the construction of the “One Belt One Road” and establish a hierarchical relationship between them, which helps to intuitively understand various factors. AHP method was employed to analyze the weight of the risk factors of the international trade sector of the “One Belt One Road” construction. Among which, the largest proportions are monetary, policy and transportation issues, which are manifested in exchange rate fluctuations, the scope of cooperation and land and sea conditions. This further demonstrates the key elements of the strategy, and provides support for future macroeconomic decisions and helps to develop appropriate construction plans. In addition, as the government tightens regulatory and legal requirements, Chinese investors in particular need to take into account the increased cost of compliance. Therefore, real-time monitoring on dynamic state of risks and immediate feasibility study are indispensable prerequisites for the smooth progress of international trade in the context of the “One Belt One Road”. The “One Belt One Road” initiative is a very complex action, which aims to improve economic ties and cooperation between two-thirds of the world’s population [20], and has historical significance in moving from a frontier market to a developed market. While some Chinese companies have had some success since the construction began, they will face more and more risks as the scope of the plan expands. With the development of the construction of “One Belt One Road”, the problems in the future will be: “Where will the biggest change and risk come from in the next few years?” Chinese companies should meet the challenges in an open and inclusive manner, carefully analyze the characteristics and rules of risk, take positive countermeasures to circumvent and reduce risks, continuously improve the quality of Chinese enterprises’ products, build Chinese brands, and better integrate into global trade to improve the competitiveness of Chinese products.

References

Study on the Gain Utility of Moderate Labor to the Labor Market under New Normalcy

Lijuan Yan
School of Economics and Management, Heilongjiang Bayi Agricultural University, Daqing 163319, Heilongjiang, China

Abstract: The frequent occurrence of “death from overwork” makes the world see the importance of “moderate labor”. But under the labor relation of “strong capital, weak labor”, moderate labor is still a kind of expectation, and hopes to be realized under the new economic normal, which is dominated by innovation. Under the new normal the aging of labor resources is coming, extending the labor alienation caused by the shortage of supply and demand caused by the increased of retirement, and the emergence of labor alienation in the middle and low end workers, which brings new characteristics to the labor market. Under these environment factors, the promotion of “moderate labor” will bring resources optimization, management standard and harmonious synergy to the labor market.

Keywords: moderate labor; new normalcy; labor market

1. THE BACKGROUND OF THE NEW NORMALCY TO MODERATE LABOR

Moderate labor means labor time and labor intensity within the proper range of physical and psychological health that does not harm the worker. What is the appropriate amount of labor time and labor intensity? The sage of Karl Heinrich Marx as early as 150 years ago has helped human demonstrated. Marx used his historical materialism to divide human social time into three categories: labor time, free time and rest time. And from the perspective of the theory of surplus value, he also demonstrated the rationality of the 8 hour working system. He said [1] that a person can only spend a certain amount of life in a 24-hour natural day, just like a horse working everyday, and can only work eight hour a day (that is, hour time) . Every day people have to some time to rest, sleep, eat and so on (that is, rest time). In addition to the time distribution that is purely determined by physical boundaries, the extension of working days will also encounter moral boundaries, that is, workers must have time to meet spiritual needs and social needs. The scope and quantity of these needs are generally determined by cultural conditions (that is, free time).

This corresponds to moderate work is “overwork”. It refers to the existence of overtime and super strength labor behavior in the work process, which will leads to accumulation of fatigue, which can’t be restored after a little rest [2]. The most serious consequence of overwork is the “death from overwork”, which is often lamented today. The modern disease has only occurred in the high-end population of research, medical, information technology, news and other industries. Now it has been transferred to taxi drivers, migrant workers and low-end group of construction workers. That is, the shift from the mental labor force to the manual labor force. Its development is becoming more and more widespread, causing great attention of the society. Under the original model of economic development, the factor driving is dominant, and the endowment of labor resources is the biggest competitive advantage in China. Low labor cost can attract foreign investment and create favorable position of products in the international market. The pursuit of this interest mode makes us catch with Japan, becoming the most serious county of “death from overwork”. In 2016, general secretary Xi Jinping proposed the new norm as an important programme to guide China’s economic development in the future. This police has not only reduced economic development speed to medium-high speed growth; the industrial structure will be optimized to the third and the second, and it will be driven from factor drive and investment driven to innovation-driven. In both legal and rational terms, under the leadership of innovation, workers hope that the period of “moderate labor” will also come.

2. NEW CHARACTERISTICS OF LABOR RESOURCE UNDER THE BACKGROUND OF THE NEW NORMALCY DEVELOPMENT

With the age structure change of population in China, the demographic dividend is about to disappear, and the advantage of labor resources will be out of date. Combined with existing research result, we can see that the current labor resources present new characteristics as follows:


After entering the 21st century, China has stepped into an aging population stage (65-year-old or older population by more than 7%), in Table 1 shows, from the relative labor participation rate from 2000 to 2015 of the labor rate decline significantly. From the proportion of population of all ages, the proportion of over 65 years old is gradually increasing.
Table 1. 2000-2015 changes in population indicators in typical years

<table>
<thead>
<tr>
<th>Year</th>
<th>Total population</th>
<th>Total population of economic activities</th>
<th>Labor participation rate</th>
<th>0-14 Years old</th>
<th>15-64 Years old</th>
<th>Over 65 Years of age</th>
<th>Children's Dependency ratio</th>
<th>Old-age Dependency ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>126,743</td>
<td>73,992</td>
<td>83.2</td>
<td>22.9</td>
<td>70.1</td>
<td>7</td>
<td>32.6</td>
<td>9.9</td>
</tr>
<tr>
<td>2010</td>
<td>134,091</td>
<td>78,388</td>
<td>78.07</td>
<td>16.6</td>
<td>74.1</td>
<td>9.4</td>
<td>22.3</td>
<td>11.9</td>
</tr>
<tr>
<td>2015</td>
<td>137,462</td>
<td>80,091</td>
<td>79.8</td>
<td>16.5</td>
<td>73.0</td>
<td>10.5</td>
<td>22.6</td>
<td>14.3</td>
</tr>
</tbody>
</table>

Wang Yingying, Tong Yufen had used the “direct standardization method” of demographic, in the condition of keeping the sex structure of population, the age structure of the population aging makes in 2010 compared with 2000 labor force participation rate fell by 1.71%, and the 15-44 age group of men and women in the high peak district labor participation rate of labor participation rate of labor participation all showed a decline. During the 15-19 years old age group, the decrease of labor participation rate was directly related to the increase of school population, while the labor rate of 25-44 age group decrease significantly, with a proportion of 2.59% and 2.32%. In contrast, the age group over 45 years of age has increase. The analysis of this phenomenon can draw two conclusions: ① population aging rapidly, China has entered the aging society is much faster than the developed countries, the safeguard measures are not fully prepared to replace public pension from family pension, so some people need to return home to take care of the elderly family division of labor share. As show in Figure 1, apart from the exiting household workers, a part of the population will be separated from the economically active population of employment and unemployment and become a non economic activity population. This behaviour further exacerbated the reduction in the rate of labor for the 25-44 year old age group. ② After 45 year of age, the population, according to the original retirement system, is going to choose to withdraw from the labor market. But at present, because of the good physical quality and strong labor ability of the third industry has a strong demand for them, which further promotes this group to return to the labor market and extend the social labor time.

Figure 1. Age distribution of labor resources

2.2. “Extending Retirement” and “Unemployment Dilemma” Staggered Together

In order to ensure the continuous supply of labor resources and alleviate the pressure of social security system, the extension retirement policy will be introduced in 2019. As shown in Figure 1, the upper limit of the working age population will extend to the direction of 65 years old. Although this policy extend the payback period of investment of human capital, but from the point of view of vacancy attrition more need to create new jobs. As the prime minister says, nearly ten million new job are created in recent years. (As show in Table 2) In order to solve the employment difficulties of the following categories of people, these post are not enough. The number of urban unemployed and reemployment difficult personnel accounted for about 7 million, an annual increase of employment in vocation graduates more than 5 million (by Chinese in the post industrial era, demand for blue collar workers a higher degree graduates in higher vocational colleges, the employment rate is always higher than 95%) cannot be ignored the new migrant workers less than 3 million. The contradiction between supply by the number of graduates with more than 6 million of the year’s enrollment expansion. Thus it can be seen that the new employment post cannot meet the full employment. In the next period of time, the rapid growth trend in the economy will not change the current situation. The new deal to extend the retirement age still has a certain impact on the problem of unemployment in the short term. As we all know, in the economic population, it is a great waste of resources that the college student who have
been difficult employment group.

Table 2. 2012-2015 employment related indicators

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP growth rate</td>
<td>9.2</td>
<td>7.7</td>
<td>7.4</td>
<td>6.9</td>
</tr>
<tr>
<td>New jobs (tens of thousands of people)</td>
<td>1266</td>
<td>1310</td>
<td>1070</td>
<td>1312</td>
</tr>
<tr>
<td>Graduating college graduates (tens of thousand of people)</td>
<td>680</td>
<td>699</td>
<td>727</td>
<td>749</td>
</tr>
<tr>
<td>Graduating in secondary vocational school (tens of thousands of people)</td>
<td>658.21</td>
<td>607.46</td>
<td>577.7</td>
<td>515.47</td>
</tr>
<tr>
<td>Total amount of migrant workers (tens of thousand of people)</td>
<td>25,278</td>
<td>26,894</td>
<td>27,395</td>
<td>27,747</td>
</tr>
<tr>
<td>The growth of migrant workers (tens of thousands of people)</td>
<td>983</td>
<td>633</td>
<td>501</td>
<td>352</td>
</tr>
<tr>
<td>The number of reemployment of the unemployment in cities and towns (tens of thousands of people)</td>
<td>552</td>
<td>566</td>
<td>540</td>
<td>567</td>
</tr>
<tr>
<td>Employment number of difficult employment personnel(tens of thousands of people)</td>
<td>182</td>
<td>180</td>
<td>170</td>
<td>173</td>
</tr>
</tbody>
</table>


2.3. The “Self Alienation” Appears in the Fierce Competition Between the Middle and High End Labor Resources

Karl Heinrich Marx once put forward the viewpoint of labor alienation, because labor and capital separation and capital’s strong position decide that labor creates more surplus value and is occupied by capital. Labor has lost the color of happiness. The essence of alienation proposed by Marx is alienation produced by external social roots, which is called alienation. Now alienation is more common in low-end laborers’ group behavior. At present, there is also the alienation of individual behavior against its own purpose because of the limitation of the individual. This alienation is more reflected in the behavior of the middle and high end workers [4].

The white-collar and social elite of the middle and high end groups have attracted much attention because of the frequent occurrence of “death from overwork”. This group has high achievement motivation and strong driving force, which makes them overworked even when they are forced to work overload. In 2015, the survey of white-collar satisfaction by Zhi Lian Hiring showed that in nearly 20 first and second tire cities in China, nearly four percent of the white-collar workers had no vacations [5]. For example, in the case of high school teachers, Meng qingling and Fu lili showed that teachers faced more “hidden working hours”, which average 11 hours a day, in 2011 [6]. Bian Jilan (2014) under the auspices of the fund project of “college female teachers in Heilongjiang province work family conflict, social support and job involvement” of 16 universities in Heilongjiang as the sample sampling survey, results also showed that the teachers in College and university is excessive labor group (Table 3).

The decline of the average life of the intellectuals in our country has also proved that “the overtired people are chasing death” (as shown in Table 4). Compare with the average life span of 74 years in the country, the life of the intellectuals should be shortened by 10 years or even 20 years.

Table 3. College female teachers’ working hours in distribution table in Heilongjiang province

<table>
<thead>
<tr>
<th>Working hours</th>
<th>All college and Universities</th>
<th>211-project university</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤8</td>
<td>0.28</td>
<td>0.08</td>
</tr>
<tr>
<td>8 &lt; t ≤ 10</td>
<td>0.36</td>
<td>0.33</td>
</tr>
<tr>
<td>&gt;10</td>
<td>0.37</td>
<td>0.58</td>
</tr>
</tbody>
</table>

Table 4. The mean life of middle-aged intellectuals

<table>
<thead>
<tr>
<th>National Population</th>
<th>National intellectuals</th>
<th>scientist</th>
<th>White-collar workers of Shenzhen</th>
<th>Intellectuals of Beijing</th>
</tr>
</thead>
<tbody>
<tr>
<td>74</td>
<td>58</td>
<td>52.23</td>
<td>51.2</td>
<td>53</td>
</tr>
</tbody>
</table>

2.4. The Low-End Labor Force is Forced to “Be Alienated” under the Limitless Supply of Labor

Since 2004, there have been frequent reports the migrant worker of factories, clothing factories, construction sites, and hotels that have been died in the workplace as a result of overwork. Everyone in an uproar, the phenomenon of “death from overwork” has spread to migrant workers. Different from the labor alienation of the high-end labor force, the alienation of migrant workers is mainly embodied in “other alienation”. For migrant workers, working 10-13 hours a day is routine. Working overtime is a helpless option for them. On the one hand, overtime work is a common phenomenon in labor-intensive enterprises where they are employed. Business owners still use traditional high-intensity, low wage and low security production modes to squeeze more surplus value. On the other hand, migrant workers themselves hope to get more salary and more stable job opportunities through overtime work. The “alienation” of labor becomes the result. As showed in Table 3, the total amount of migrant workers is...
3.1. Moderate Labor Can Further Improve the Efficiency of the Utilization of Labor Resources

Ten years ago, Wang Aiqing (2006) had made a correlation analysis of the extrude effect of excessive labor on employment. She points out that the existence of excessive labor has caused a squeeze on other workers in the industry, so the actual number of employment is lower than the number of workers should be employed that some workers are unemployment [7]. At that time, she divided the overwork into categories from the perspective of supply and demand, and summed up the industry and causes of the two groups. As showed in Table 5.

### Table 5. Classification of overworking groups

<table>
<thead>
<tr>
<th>Type</th>
<th>Industry</th>
<th>Internal mechanism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle and high end labor</td>
<td>The employees of IT industry, software industry, research and development personnel in high and new technology field, and some non general management posts</td>
<td>The core skills of this kind of labor resources cannot be replicated in the short term. The high return on its scarcity also increased the cost of employment. It is difficult for newcomers to enter the field, and the unbalance of supply and demand lead to excessive labor.</td>
</tr>
<tr>
<td>resource in short supply</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oversupply of low end labor</td>
<td>Mining industry, construction industry, garment processing industry, low technical manufacturing production line, taxi industry</td>
<td>These industries are mainly farmers who work in cities. Excessive supply leads to reduction in the wage of workers, which makes them under great pressure. It is also a common phenomenon that overloaded labor for long time work when labor protection is lacking or lack of supervision.</td>
</tr>
<tr>
<td>force</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Wang aiqing takes rented out industry workers for example. The average per capita in the rental industry is 12-15 hours, and there has been no improvement at present. If according to the weekly statutory 40 hours work plan, 1 people are equal to the work of 2 people, that is, excessive labor to squeeze out one job. In this calculation, if the excessive labor of all the middle and low end groups is restored to normal labor, it will bring a large employment capacity. The employment demand released by some middle and high-end labor force can relieve the employment pressure of college students, while the employment demand released by the low-end labor force can further promote the transfer of rural labor force population. But benefit the nation and people simultaneously is the capital in the pursuit of economic benefit, at the same time, also have to undertake corresponding social responsibility. “Moderate labor”, while increasing the capacity of the post, also liberated the staff of the post from the edge of “death from overwork”. At present, the double pressure of family and work. The “4050” people in our country are the mainstream groups of overwork. They have 10-20 years to retire, and they are also the most skilled generation of labor skills. If you add back the time of loss due to overwork, they not only increase their supply from the amount of labor, and the quality of labor resources is also effectively improved.

### 3.2. Moderate Labor will Promote the Further Legalization and Normalization of the Labor Market

“moderate labor” needs appropriate wage guarantee, and a moderate amount of time is allocated as a chip. This fully embodies the degree of the legalisation and standardization of the labor market. When labor is continuously traded as a commodity, it must ensure that the life of the labor undertake can be maintained, ensuring that the daily life or material life conditions at least are maintained in everyday. This an early measure of basic labor remuneration for the purpose of making a living. Nowadays, workers’ work is not only for the basic cost of living, but also for the quality of life with rooms, cars and leisure. For a long time, China with low labor cost, at the expense of the interests of the workers. This choice has improved at the turning point of the 2008 economic crisis. The study of Wu Tingting (2014) shows that the variation trend of the labor remuneration accounts for GDP share in every country is the same from 2000 to 2012. A downward trend in the ratio of remuneration to labor from 2000 to 2007. A uprend in the ratio of remuneration to labor from 2008 to 2012 [8]. There also been a rapid rise in wages in China in 2008. The increase of labor cost bring some difficulties to the development of some labor-intensive enterprises in the eastern region. Therefore, some scholars are talking about transferring capital from eastern area to low labor cost and labor-intensive western region. From efficiency perspective, it is a quicker way to revitalize enterprises by sacrificing laborers’ interests. It is not the only way. It is more fair choice for both the capital and the laborers if the breakthrough can be achieved through technological innovation. When the
labor force is continuously exchanged as a commodity, it is also necessary to ensure that worker’s physiological interval is reasonably satisfied. That is, the distribution of labor and leisure time should be in accordance with the common needs of the individual and the society. Marx once suggested that time is not only the yardstick of human life, but also the space for human development. Individual must allocate their time reasonably to obtain the rewards, knowledge, and other needs of they expected. The society must also allocate the time scientifically to achieve the production, that is in line with all the needs of the society [9]. China’s labor law stipulates 8 hours’ daily workload, 40 hours weekly workload, and 36 hours’ overtime work to ensure that workers’ labor is in a moderate range, so that they can recuperate and build up strength. When alienation labor is past, decent moderate labor is also respected and annual leave wages cases accounted for 17%, the request to pay overtime disputes, the labor compensation dispute accounted for 41.2%, the working time and the vacation dispute accounted for 4.7% (Date source of the heilongjiang labor dispute mediation network).

German labor law business team sampling statistics on 2014 Hebei province shijiazhuang city labor dispute cases, the request to pay the wages of the cases accounted for 43%, the request to pay overtime and annual leave wages cases accounted for 17%. Date released by official micro-blog of the second intermediate people’s court of Beijing, from 2011 to 2013, the second intermediate people’s Court of Beijing has concluded 720 cases involving the workers’ right to rest and vocation, 760 pieces and 810 pieces, accounting for 20% of the total number of labor disputes in the same period [10]. This type of case has a large number of cases, and the duration of the case is longer for many years. Generally, the groups involved in this kind of cases are mostly low income workers, and many migrant workers are labor-intensive and migrant workers in the capital. Since 2008, from the trend of labor disputes, there has been a lot of actions against the rights and interests of workers behind the “strong capital and weak labor”. According to the above date, the basic rights of workers’ right of remuneration for labor and the right to rest and leave have not been effectively guaranteed. This is directly related to the capital’s endless pursuit of interest. Therefore, advocating “moderate labor”, will further constrain the joint action of capital and laborers, which will help to alleviate the antagonistic relationship between the two sides and make the labor relations harmonious.

4. SUMMARY
All things in the world have their growth laws. We have to know not only biological, we also know the Closing Hillsides for trees, for human beings we should understand and reason. A man who knows moderation is a wise man. Slow down the speed of economic growth and strengthen structural adjustment in order to develop more long-term. In the same way, the reduction of excessive use of labor resources can better continue the exchange value of labor resources and create more wealth.

ACKNOWLEDGEMENT
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An Analysis on the Misuse of Number of Nouns in Korean College Students’ Peer-Peer Interaction

Haibo Zhang
Huaiyin Institute of Technology, English department, Huai’an, China

Abstract: In 21st century, English has become an international language, which not only used by native speakers but also used by some non-native speakers. With the rapid development of the English language, more and more varieties of English, such as “Chinglish” and “Konglish” are now accepted and used by Asian people. As one of “Asian Englishes”, Korean English has also drawn many scholar’s attention. Influenced by the Korean language, culture and thinking mode, Korean English has some typical characteristics which differentiate from standard English, such as pronunciation, lexicon and grammar. This paper attempts to analyze the misuse of Number of nouns in Korean College Students’ English Peer-Peer Interaction.

Keywords: Korean English; misuse; number of nouns; peer-peer interaction

1. INTRODUCTION

With the development of economy and society, we are now living in a globalized world. Up to now, there are many kinds of English varieties, such as Hong Kong English, Singapore English, Chinese English, Malaysia English and so on. HONNA, Nobuyuki [1] points out that “Contemporary English has two major characteristics: internationalization and diversification. The internationalization of English entails the diversification of English. People often find it difficult to understand the diversification part, but the diversification is the price you have to pay for the internationalization”.

Many people argue that learners should follow standard English. The fact is, however, we cannot define what King’s English is. As the product of globalization and localization, all kinds of English have their own features. This paper aims to discuss the misuse of number of nouns in one of the English varieties--Korean English.

In order to figure out the features of Korean English, we first need to make clear the definition of Konglish and Korean English. Shaun F. Miller [2] points out that “Konglish is loanwords found in Korean and reused in an English context that differs from accepted native-speaker English in meaning, usage or form. Konglish can also be code switching”. In his paper, he also conclude that Konglish is not English used a Korean context, nor it is the mispronunciation of English words in a Korean context.

Lee Hyunsook [3] argue that Korean English refers to the English verity used by Korean learners of English which is often characterized with Korean logic. Similarly, Hyunjong Nam [4] refers that since Korean English is only learned in the classroom environment as a foreigner language and not commonly used in Korean society, which results some typical features that differentiate with the standard English.

In Sookhee Cho’s book [5] she tried to investigate Korean EFL learners’ judgments of countability of English nouns in relation to the use of English indefinite articles and noun phrases. The study focuses on several central issues. Firstly, it is designed to test whether Korean college EFL learners judgments of countability differs according to whether a noun is in isolation or in context. Secondly, this study seeks to determine the impact of proficiency level on countability judgment. Thirdly, this research also investigates the relationship between learners’ judgments of countability and their use of English indefinite articles (a/an or zero) in different task types. Finally, it argues that most common nouns are used in both countable and uncountable contexts, an instrument was designed to test learners’ judgments on the countability of concrete and abstract nouns in countable and uncountable contexts.

In this paper, misuse of number of nouns was mainly divided into four types: using uncountable noun as countable noun, using countable noun as uncountable noun, misusing gerund as countable noun and singular plural disagreement. These four types’ misuses are common in Korean college students’ peer-peer interaction. Through this study, enlightenment on Korean English teaching was given.

2. METHODOLOGY

2.1. Participants

40 students from K University were participated in this study. In order to ensure the validity of the data, all of them are major in English and had a good performance in English exam but not good at oral English. In order to ensure the English level of those participants, all of them are nonnative English speakers but posses a language level that higher than average level so that they can complete all conversations in this study.

2.2. Data Collection
2.2.1. Topic and material
All of those topics were related to their daily life, such as travel plan, health and diet, weekend life, their dreams, their favorite star and so on. All of these talks will be collected as recordings. All recordings have been transcribed and analyzed for the writing. Two examples are shown as follows in Figure 1:

Figure 1. Excerpt of conversation topic

2.2.2. Communication activity
40 students were divided into 20 groups, and each group were requested to talk freely about a given topic for about 5 minutes. Their conversation will be recorded in my phone and then transcribed. Total number of the transcription is 75,974, the shortest record is about 2 minutes, the longest is about 30 minutes. The amount of data being collected is shown in the following Table 2:

Table 2. Data Size

<table>
<thead>
<tr>
<th>Korean Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total volume of recordings</td>
</tr>
<tr>
<td>Total volume of words</td>
</tr>
<tr>
<td>Average duration</td>
</tr>
<tr>
<td>Longest recording</td>
</tr>
<tr>
<td>Shortest recording</td>
</tr>
<tr>
<td>Average number of words</td>
</tr>
<tr>
<td>Biggest number of words</td>
</tr>
<tr>
<td>Smallest number of words</td>
</tr>
</tbody>
</table>

In the above table, the total volume of data covers 143 voice recordings with a total duration of about 700 minutes and a total of 75,984 words after being transcribed. The average duration is about 4minutes 56 seconds with a range from 2 minutes 9 seconds and 29minutes 28 seconds. The average number of words is for each recordings is 509 ranging from 209 to 1898.

Table 3. Frequency of number of nouns errors

<table>
<thead>
<tr>
<th>Error Types</th>
<th>Using uncountable noun as countable noun &lt;NOU-C&gt;</th>
<th>using countable noun as uncountable noun &lt;NOC-U&gt;</th>
<th>misusing gerund as countable noun &lt;NOGer&gt;</th>
<th>singular plural disagreement &lt;SpD&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>32</td>
<td>9</td>
<td>3</td>
<td>15</td>
</tr>
</tbody>
</table>
For Korean students, make out whether a word is an uncountable word or not is a difficult thing, because they not grow up in a foreign country so they are not so familiar with these words. The next examples will show the errors they usually make and I will correct these errors so that we can know how should we do in next days.

E.g., ①:
K29: Well, I don’t like to go to have a travel in a winter time. So we don’t have a jacket.
K30: yeah~
K29: I want to go to...I want to go to travel when in a summer time, anyway. We did like it.

The example is taken from the transcribed data. From this conversation, we can find that the students use the wrong express such as “in a winter time”, “in a summer time”. As we know, “time” is an uncountable noun, so we canno
t put “a” ahead of this word. The student using uncountable noun as countable noun, the correct form is “in winter time” and “in summer time”. 

E.g., ②:
K03: You should have, should go to the hanla mountain in winter, the branch, the snows on the branches and all snow blossoms are very beautiful.
K04: um...it sounds very nice.
K03: yeah, but one thing I don’t like in winter is there is so many snows in hanla mountain even I can’t walk, walk up to the mountain.

In this example, the student also make some mistakes. We know that “snow” is an uncountable noun, while the student put “s” at the back of the word, so it is a wrong form, we should change “snows” to “snow”. And we can see that the student use “many” to modify “snow”, according to the knowledge that we have already mastered, “many” is used to modify countable noun, because “snow” is an uncountable noun, so we should change “many” to “much”.

E.g., ③:
K16: And we cannot bring our computer and TV, video. It’s too big and we don’t have enough times to bring it.
K15: um...Yes, we should consider the size of things and times. Also, books and clothes are um...the same. And we can just, we can just...new thing. And actually we don’t read it some of it. It’s emergencys situation so we need to think about many parts. “Time” is a complicated word. When it comes to the frequency of one thing, it is a countable noun, but when it comes to an objective form of material existence, it is an uncountable noun. In this conversation, it is not difficult to know that it means the latter one, so we should change “times” to “time”.

3.2. Using Countable Noun as Uncountable Noun

E.g., ①:
K28: what makes the difference?
K27: uh their personal character or personal appearance is not my style. But their songs and their voice is my favorite style I think.

We know that “their” means not just one person, and the word follow on it should be a plural concept. And “voice” is a countable noun, so it is clearly that the word “voice” should change to “voices”.

E.g., ②:
K34: Night class! RR Yeah, I hate it so uh...but.. yeah... I... actually I have.. I don’t have many.. much memory for three years of high school. But yeah I met my real friend, yeah. That’s enough. How about you?
K33: Yeah, that’s enough.

“Much” is used to modify countable noun, and “memory” is an uncountable noun, so the correct form should be “many memories”. According to the conversation, we can see that, at first, the student use “many” to modify “memory”, but after a few seconds, she hesitated, then she use the wrong express. According to the incident, we can get a conclusion that students should make out something in a true sense, because only in this way can we make fewer mistakes.

E.g., ③:
K33: teacher with lots of experience, would be more helpful than teacher who has a only successful experience.
K34: Yeah, right. They don’t understand.

In the first half sentence, “lots of” means not only one, and “experience” is a countable noun, so we should put “s” behind of “experience”. And in the latter part, from words “a” and “only”, we can know it refers to a kind of singular meaning, so we should delete the “s”of the word “experiences”. So the correct form of this conversation is “teacher with lots of experiences of failure, would be more helpful than teacher who has a only successful experience”.

3.3. Misusing Gerund as Countable Noun

E.g., ①:
K05: what are the ways people usually take to lose weight? And how about you?
In order to deal with the problem of singular plural disagreement, first we should make out what is singular noun and what is plural noun. As we know, in English, noun can be divided into two major types, one is countable noun, and the other is uncountable noun. Uncountable noun is something that cannot be counted, it has no individual concept, such as “water” “star”. While countable noun is something that can be counted, it has individual concept, such as “apple” “banana” “pen”. And countable noun can also be divided into two types, they are “singular noun” and “plural noun”, we can take “apple” as an example. If we just have one apple, in this case, “apple” is a singular noun, but if we have two or more apples, “apple” is a plural noun, and we should put “s” or “es” under the “apple”.

Make out what is singular noun and plural noun, now this paper will research the above three conversations. In first conversation, “a list of” means not just one, it must follow a plural noun, so “essential item” should be change to “essential items”. And in second conversation, the word “all” also means not just one, it is not an individual concept, so “I prefer all holiday” should be change to “I prefer all holidays”. In the third conversation, we should make out the concept of “most”, “most” also means just one, only one. So “cell-phone is the most important things” should change to “cell-phone is the most important thing”.

4. DISCUSSION

4.1. Reasons for Number of Nouns Errors

4.1.1. Language system

According to Dong-song Shin[6], in Korean, if you want to express the concept of “one bottle”, “two bottles” or “three bottles”, we just need put noun at the back of quantifier, such as “한병” “두병” “세병”. We need not change the form of the noun. It is as the same as Korean English. While in English, if we want to express different number of nouns, we should change the form of those nouns. “한병” is “one bottle” “two bottles” is “two bottles”, “세병” is “three bottles”. It is too different in two language systems, so we often make mistakes.

4.1.2. The influence of environment

Secondly, people should focus their eyes on the influence of environment. Make an assumption, if those students who take part in my experimental is grow up in American, it is predictable that they will not make those mistakes or they will make fewer mistakes, because they are grow up in the country that use English as first language, unawares, they accept their thinking mode. In language learning, the mode of thinking is very important, people who grow up in Korean accept the thinking mode of Korean language unconsciously, so if difficult for them to get accustomed to other language system. Under this circumstance, they will make many mistakes.

4.1.3. Grammar learning

Last but not least, our attitude to grammar learning is very important. Just like Chinese students, Korean student stat learning English from middle school. As we know, the process of grammar leaning is very boring, in that age, most of students did not focus on their eyes on those boring things, so many people did not lay a solid foundation in middle school. And it is
well-know that interest is the best teacher, but most students did not interested in learning grammar, so they did not want to make a deep research in grammar learning. And it is also noteworthy that most of Asian people is very shy, in their learning process, they will face a lot of problems, but they did not chose to ask teachers and people who can help them, they chose to argue the matter off. Grammar is a systematic subject, we should figure out all the little problem, only in this way can we master it in the true sense.

4.2. Suggestions for English Teaching
Considering the previous content, we can know that there are three major points make us cannot master the number of nouns. First, different language systems have different expressing habits. Second, environment is very important. Third, Grammar is so boring. For most of people, these problems is difficult to solve, while it is so important that we must to deal with. So, I have analyzed some literate views and summarized following tips, I hope it can do some benefits to future teaching.

First of all, we should help students make out the definition of noun, we should help them to know “what is countable noun” “what is uncountable noun” “what is gerund” “what is singular” and “what is plural”. Many Korean students only absorb half information, they have half-baked knowledge socialism towards the definition of the number of nouns. Secondly, teacher should provide a better learning environment to students, cultivating their sense of language, correcting their wrong habit. If having suitable condition, teacher can organize some communication activities, invite some foreigner people to talk with students, students can ask those foreigner people some questions about the number of nouns, the more often students take part in these activities, the more helpful to their language sense. And teachers can set some interactive groups in class, all of students should debate over one topic in English, students can record other people’s wrong express way and correct each other. Lastly, grammar is a boring thing, but it is so important. If students do not master it, they will make a spectacle of ourselves and lead to some illogical and ambiguous mistakes, so teacher should seek an account from their bodies and try to explain the number of nouns in an interesting way.

5. CONCLUSION
Nowadays, it goes without saying that English become more and more important for us, no matter you are a student or an ordinary office worker, have a good command of English can help you a lot. Many people have done a lot of researches on English, while few scholars have been done to study the use of number of nouns. This paper attempts to find out some common features of the use of number of nouns in Korean college students’ peer-peer interaction. This paper adopts a method of error analysis, all the conversations are collected from Korea college students, the data are showed by chart and table, thus, all of the information are true and effective. The number of nouns errors we found in the South Korean college student’s oral English can be classified into four parts: using uncountable noun as countable noun, using countable noun as uncountable noun, misusing gerund as countable noun, singular plural disagreement. Many elements such as different expressing habits and different language systems should be the causes of these errors. Pointing out these errors can help us understand the average level of Korean college students’ grammar and conductive to improve Korean college students’ English. It can also provide some theoretical thesis for South Korea’s English teachers. What’s more, it is beneficial to the study of Asian English.

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Discussion on the Application of Traditional Architectural Decoration in Modern Environmental Art Design in Shaoxing Area

Zhangmin Huang
Department of Design, College of Art, Shaoxing University, Shaoxing 312000, Zhejiang, China

Abstract: This article focuses on the decorative elements and the types and decorative features of traditional buildings in Shaoxing, mainly exploring the architectural layout, architectural decoration and characteristics of traditional architecture from the perspective of hierarchical space and image characteristics of public space art. In traditional architecture, such as the halls of folk houses, the stage facing the audience and other places are the key decorative areas in traditional architecture. These areas are also places where people are relatively numerous and concentrated. They can be said to be public spaces in traditional social buildings. Keywords: Shaoxing area; architectural decoration; environmental design; application

Shaoxing traditional stage is an important carrier of Shaoxing ancient architecture and Shaoxing folk custom. In the past research, the traditional architecture in Shaoxing area has not been thoroughly studied from the perspective of public space. This topic mainly studies the decorative characteristics of Shaoxing traditional architecture by studying the space and decoration of Shaoxing traditional stage. Through the research of this topic, I hope to make up for the blank of traditional architectural decoration in the architectural research of Shaoxing area, and also play a role in promoting the protection of cultural relics in Shaoxing.

1. AN OVERVIEW OF TRADITIONAL ARCHITECTURAL STYLE IN SHAOXING AREA
With the development of the times, traditional architectural decoration has undergone many times of tempering and evolution, step by step forming a distinctive feature of the art, fully reflecting the personality of the traditional architectural art of the Chinese people. In the process of continuous development and change of history, the form of decorative art has been developing in a diversified direction. At the same time, the architectural decorative art in different dynasties also has different styles and personalities. However, from a macro point of view, the origin and Inspiration of various decorative arts are the lives of the people [1]. Shaoxing is an ancient city with a very long history. The traditional architectural style in Shaoxing area is also an important part of the traditional architectural style in the south of the Yangtze River. Ancient stage is a representative type of architecture in this kind of traditional architecture. Shaoxing traditional stage is an important expression carrier of Shaoxing ancient architecture and Shaoxing folklore. In the past research, Shaoxing ancient stage has not made in-depth research on architectural shape and decoration, the space environment layout of the stage, etc. This topic is from this aspect, mainly through the study of Shaoxing traditional architecture. Taking the architectural style and decorative style of the stage as the breakthrough point, this paper summarizes the materials of the ancient stage in Shaoxing and studies its decorative characteristics. Through the research of this topic, I hope to make up for the blank of traditional architectural decoration in the study of ancient architecture in Shaoxing area, and also play a role in promoting the protection of cultural relics in Shaoxing.

2. FORMS OF MODERN ENVIRONMENTAL ART DESIGN
With the improvement of people’s living standard and the application of various modern technologies, the pace of life is faster and faster. In such a situation, people’s requirements for many things include the characteristics of simplicity, and they don’t like too much decoration. At the same time, great progress has been made in material and design technology. Many advanced western concepts have been applied to our modern environmental design. The new materials and processes used by them are in line with the development process of modern industrial production. Modern environmental art design also has certain problems and disadvantages, which makes a great gap between modern art design and traditional culture, and to a certain extent leads to the indifference of modern people to traditional history and culture.
Because it does not have a comprehensive and correct understanding, at the same time, modern environmental design has become more externalized, so its internal meaning has gradually been replaced by the external form. At present, culture has made great progress and is developing in a diversified direction. In this process, many excellent traditional cultures have been buried, so to change the status quo, we need to effectively solve the existing problems, and then realize the combination of modern environmental design and traditional architectural decoration [2].

3. APPLICATION OF TRADITIONAL ARCHITECTURAL DECORATION IN MODERN ENVIRONMENTAL ART DESIGN

With the development of the times, China’s social economy and science and technology have made considerable progress. At the same time, the situation of energy consumption is becoming more and more serious, a lot of resources are used and wasted, and it has caused very serious harm to the environment. Therefore, under such conditions, people must attach importance to environmental protection, and take effective measures to solve the problems, so as to make its recovery better and better. Starting from the direction of modern environmental art design, a full understanding of its concept has led to great development and discovery. From this, we can see that people need to reduce the damage to the environment caused by industrial development to a greater extent, which is a relatively new way of activity and thinking mode of living space design. At the same time, people can be taken as the main service object, and environmental design can be fully applied to meet people’s material and spiritual needs, effectively protect the advantages and characteristics of the environment, mainly the multi-function of the environment, so as to effectively integrate economic benefits, environmental atmosphere and use functions. On this basis, when the modernist fashion is constantly changing, the traditional architectural decoration art of our country has played an important role, providing a very rich national connotation for modern environmental art design, making the traditional culture and modern environmental art design fully integrated, thus achieving comprehensive development [3].

In this process, the relevant content has been applied: first, in the original color of building materials, modernist design materials have distinct characteristics, mainly conciseness. However, the traditional architectural decoration also has its own characteristics. In building materials and lacquer paintings, it is decorated with blue-and-white paintings, and its content and theme are rich and perfect. Different things also place different people’s yearning for a better life. Secondly, to a certain extent, it breaks the pursuit and yearning for the beauty of order in modern environmental art design, takes liberalization as an important basis and premise, and makes corresponding rules and regulations. First of all, we should explore and consider the details in order to further improve the whole environment and make it fuller through such means and measures. Thirdly, the spiritual pursuit of Orientalism has been further increased. From the concrete manifestation, traditional art has fully applied the way of Lyric borrowing, expressing the corresponding concepts and internal meanings in this way, and attaching great importance to the application of color, expressing certain symbolic significance through its application and collocation. The traditional architectural decoration is applied to the structure. In traditional architecture, wood has been fully used as the main raw material. Architectural structure itself has a very good decorative. The functional structural decoration formed by arch, mortise and tenon insertion, internal beams and columns, rubber and so on, is the perfect unity of structure and decoration. Traditional architectural decoration in many areas has carried out exquisite relief decorative paintings on beams and pillars and other structures. At the same time, if the corresponding beams and columns are not carved or painted, they will also make full use of the color to whitewash them. The first thing to do is to protect wood effectively, and on this basis, to fully display and express its atmospheric characteristics. In the decoration of the background wall, some are built with gray sculptures and brick carvings, which further improve and enrich the solid wall surface and avoid the appearance of monotonous feeling. Many architectural decoration techniques and techniques are often applied to modern architecture and interior design. In many modern buildings, a large number of colors are used to color the wall surface and the beams and columns in the building structure, thus showing the characteristics of traditional architectural art, mainly including its atmosphere and luxury. At the same time, the architectural arts of the South and the north are very different, so the content of the exhibition is also very different [4].

4. CONCLUSION

Shaoxing traditional stage is a stage space close to civilian life. The main body of activities composed of all social strata and people is a very typical public place for public activities. From the perspective of public space, this paper studies the location, layout, architectural style and decorative style of Shaoxing traditional stage buildings. In the process of continuous development of social economy and science and technology, modern environmental art design has made considerable progress and development. In the process of combining traditional architectural decoration art with modern environmental art design, the traditional excellent culture has also been inherited very well. At the same time, it is also a very important innovative means and measures for modern environmental art design, and to a certain extent it deepens our understanding of
traditional culture, and provides an important means to develop and protect our traditional culture.

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REFERENCES
Situational Teaching in College English

Junlin Yue
Department of College English Education, Luoyang Normal University, Luoyang, 471000, China
E-mail: pingzest@163.com

Abstract: Under the guidance of the new teaching ideas, new teaching thoughts and new teaching strategies, though Business English teachers start to adopt all kinds of teaching methods to inspire students’ interest and improve teaching effect, the current situation of College Business English education in our country is not optimistic. The outstanding problem lies in that the teaching process emphasizes the diffusion of learning, ignores penetration of emotion and lacks environment of using Business English. There is no denying that the current teaching models will cause negative effect on students’ Business English learning. Yet English situational teaching is precisely an ideal teaching method to solve the current situation.

Keywords: English teaching; situational teaching; causes and suggestions

1. INTRODUCTION

Scholars have done many researches on English situational teaching. In western countries, in the early 1980s, Jack C. Richards and Theodore S. Rodgers wrote a book The School of Language and Teaching. The authors had summarized the characteristics of the Situational Teaching Method for the first time. To avoid confusion, they adopted Situational Language Teaching. Since then, SLT become the pronoun of Situational Teaching Method. Situational Teaching Method is the origin of English teaching. In 2001, Nunan presents the TBL, (Task-based Language Teaching). It emphasizes that during the process of language teaching, the task should be completed in situations [1]. For example, Brown, G and G. Yule claims in the book Teaching the Spoken Language that listening teaching can not do without the creation of situation [2]. Listening plays the most important role in the oral communication of people’s daily life. And Stern, H. H also puts emphasis on the significance of situations. He wrote in his book called Fundamental Concepts of Language Teaching that we can’t carry out language teaching without facing the social factors related to language and affecting language [3]. In addition, Chen from Jiangxi Normal University mentions in her work English Situational Teaching under the New Curriculum that it is quite essential to create relevant situations for English teaching in College English education because of some reasons such as requirements of the New Curriculum and the aim of current English teaching [4]. The New Curriculum points out: In College Education, the aim is based on students’ development in language knowledge, language skills, learning strategies, emotional attitude and cultural awareness and cultivate students’ comprehensive ability to use language [4]. Besides, she also introduces some principles of creating situations in an English class such as principle of subjectivity, the principle of mutual infiltration of cognition and emotion, and the principle of hierarchy and difference [4]. And Sun also mentioned four measures of creating situations, namely, authentic situations, visual aids, body language, and games [5]. Besides, Song from Shenyang Normal University introduces four principles of creating effective situations for English teaching, namely, principle of straightness, principle of practice, principle of novelty and principle of closeness to life [6]. In a word, all the researches that have been done do not pay much attention to the study of English situational teaching from a perspective of certain areas. As a matter of fact, teachers in different areas behave differently and the implementation of English situational teaching is also not the same.

2. AN OVERVIEW OF ENGLISH SITUATIONAL TEACHING

The concept of situation teaching was firstly proposed by Brown, Collin & Duguid in the essay Situated Cognition and the Culture of Learning in 1989. In their points of view, knowledge is meaningful only when it is applied to practice. It cannot be separated from the context and the best way to learn is learning in the context [7]. The definition of situational teaching varies from person to person. Situational teaching is to create situations in which real matters and questions are involved. During the process of exploring matters and dealing with questions, students understand knowledge and construct meanings by themselves Wei holds his opinion that situational teaching is designed according to the needs of teaching. On the basis of texts, teachers create concrete situations to arouse students’ active learning so as to achieve the best teaching effect [8]. Situational teaching is a teaching method which is aimed at helping students understand teaching content quickly and accurately and promoting their all-round development of psychological function [9].

Situations created in English situational teaching are close to students’ real life, that is to say, authentic and vivid. In an English lesson full of situations, students’ learning interest are greatly motivated and they are more willing to express their own thoughts and emotions and communicate with others in English. Therefore, students’ language potential is going to fully embodied and developed. The traditional
English teaching method ignores the creation of abundant situations in English teaching, which unavoidably causes tedious teaching and makes students lose interest and divert attention from English learning. What distinguishes traditional English teaching and English situational teaching lies that the latter gets students to study English happily and accordingly enjoy English learning by means of creating a variety of authentic situations. Since students are willing to participate in English learning, teachers are likely to inspire their learning initiative. As a result, students will cultivate lasting interest of learning English and English teaching is going to be improved a great deal. English Situational teaching creates concrete and vivid situations according to relevant teaching demands and the actual needs of students, which fully reflects cognitive factors and emotional factors in teaching. From emotion, situational teaching stimulates students’ emotions and promotes students’ cognitive activities and some knowledge seems not quite abstract and boring. From knowledge, as students have a better understanding of learning contents owing to situational teaching, their cognitive time is shortened and their speed of understanding is accelerated. In situational teaching, cognition and emotion are carried out together, achieving the optimization of English teaching.

3. GENERAL SITUATION OF CURRENT ENGLISH TEACHING IN THREE DIMENSIONS

The first part of the questionnaire is to find out the current situation of English teaching in College English education in Luoyang Normal University from the following three dimensions: students’ interest towards current English teaching, current models of English teaching in three grades and students’ emotion toward models of current English teaching.

Table 1. Students’ interest towards current English teaching

<table>
<thead>
<tr>
<th>Grade</th>
<th>With great interest</th>
<th>With interest</th>
<th>Indifference</th>
<th>With no interest</th>
<th>With no interest greatly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>22.5%</td>
<td>40%</td>
<td>27.5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Sophomore</td>
<td>20%</td>
<td>47.5%</td>
<td>20%</td>
<td>7.5%</td>
<td>5%</td>
</tr>
<tr>
<td>Junior</td>
<td>10.81%</td>
<td>18.92%</td>
<td>35.14%</td>
<td>29.73%</td>
<td>5.41%</td>
</tr>
</tbody>
</table>

Table 2. Current models of English teaching in three grades

<table>
<thead>
<tr>
<th>Grade</th>
<th>Mainly pure knowledge teaching, with low interest</th>
<th>Knowledge and situations are combined, with moderate interest</th>
<th>Situational teaching are stressed, with high interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>12.5%</td>
<td>52.5%</td>
<td>35.5%</td>
</tr>
<tr>
<td>Sophomore</td>
<td>22.5%</td>
<td>52.5%</td>
<td>25%</td>
</tr>
<tr>
<td>Junior</td>
<td>45.92%</td>
<td>43.24%</td>
<td>10.81%</td>
</tr>
</tbody>
</table>

Table 3. Students’ emotion towards models of current English teaching

<table>
<thead>
<tr>
<th>Grade</th>
<th>With great interest</th>
<th>With interest</th>
<th>Indifference</th>
<th>With no interest</th>
<th>With no interest greatly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>20%</td>
<td>37.5%</td>
<td>25%</td>
<td>10%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Sophomore</td>
<td>12.5%</td>
<td>40%</td>
<td>30%</td>
<td>10%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Junior</td>
<td>10.81%</td>
<td>21.62%</td>
<td>35.14%</td>
<td>27.03%</td>
<td>5.41%</td>
</tr>
</tbody>
</table>

The above three tables 1-3 vividly show that students’ attitude and emotion towards current English teaching and its teaching models are quite different. In grade 7 and grade 8, the percent of applying the model of combining knowledge and situations is both 52.5 and the percentage of stressing situational teaching lies in the second. And the number of teachers who tend to teach knowledge purely is the least. Therefore, the majority of students in grade 7 and grade 8 are interested in current English models and enjoy current English learning. When it comes to grade nine, due to a heavy pressure load, situational teaching is not emphasized. The percentage of applying the method of mainly pure knowledge teaching is 45.92 which is the highest. Yet the percent of stressing situational teaching is only 10.81. In consequence, most students in grade 9 consider current English teaching as just so or even dull which cannot arouse their interest a great deal.

The second part of the questionnaire is to investigate students’ perspective about situational teaching from the following three dimensions: students’ emotion towards situational teaching, types of situations students like most and their attitude to the effect of situational teaching.

Table 4. Students’ Favour towards Situational Teaching

<table>
<thead>
<tr>
<th>Items</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>With great favour</td>
<td>26</td>
<td>22.22%</td>
</tr>
<tr>
<td>With favour</td>
<td>62</td>
<td>52.99%</td>
</tr>
<tr>
<td>Indifference</td>
<td>22</td>
<td>19.66%</td>
</tr>
<tr>
<td>With no favour</td>
<td>5</td>
<td>3.42%</td>
</tr>
<tr>
<td>With no favour greatly</td>
<td>2</td>
<td>1.71%</td>
</tr>
</tbody>
</table>
students are not willing to engage in it.

Table 5. Types of situations students like most

<table>
<thead>
<tr>
<th>Items</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity situation</td>
<td>75</td>
<td>64.1%</td>
</tr>
<tr>
<td>Visual aids</td>
<td>28</td>
<td>23.93%</td>
</tr>
<tr>
<td>Multimedia teaching</td>
<td>74</td>
<td>63.25%</td>
</tr>
<tr>
<td>Authentic situations</td>
<td>63</td>
<td>53.85%</td>
</tr>
<tr>
<td>Body language</td>
<td>26</td>
<td>22.22%</td>
</tr>
</tbody>
</table>

The Table 5 shows that activity situation and multimedia teaching are relatively popular among students. The percentage of activity situation is 64.1 and multimedia teaching accounts for 63.25 percent. Authentic situations ranks third among the five types and the percentage is 53.85%. Visual aids and body language are less favored by students and their percentage are both below 30 percent. Hence, in actual English teaching, teachers should pay much attention to types of situations that students like most in order to improve students’ learning effect and teaching effect as well.

4. MAIN PROBLEMS IN ENGLISH SITUATIONAL TEACHING IN COLLEGE ENGLISH EDUCATION

On the basis of the results of questionnaire among students and teachers’ interviews in College Business English education in Luoyang Normal University, three main problems still exist when teachers carry out situational teaching in actual English teaching. First of all, situational teaching is not taken seriously by teachers in their actual English teaching. Just the result of questionnaire shows, the frequency of often conducting situational teaching is low and teachers just sometimes carry out situational teaching. Then, teachers’ purpose of carrying out situational teaching, to some extent, is unclear. In their view, the purpose of situational teaching is aimed at stimulating students’ interest, making class atmosphere easy and teaching contents easy to understand. Yet the real goal of situational teaching is to serve teaching aims and get emotional experience. Finally, teachers tend to create situations in the same way in English teaching. They are not well aware of the importance of considering whether the type of situation is appropriate or not.

For the purpose of implementing situational teaching, teachers tend to have the idea that situational teaching plays an active role in inspiring students’ interest and learning motivation. They are aware of the formalization of situational teaching while they don’t have a good understanding of the real function of situational teaching which includes serving teaching aims and emotional education etc. What’s more, situations created in English teaching are not various. Teachers are used to utilizing one type of situation frequently, which sometimes leads to negative effects. For example, if the situation designed is not close to students’ real life and doesn’t take students’ features into account, situational teaching makes no difference. These two problems may be explained that teachers lack professional knowledge and training of situational teaching. Just as they mentioned in the interview, they still need to learn method of situational teaching in order to have a comprehensive and deep understanding of it. In actual teaching, they may just imitate other teachers’ situational teaching and don’t get the core of conducting situational teaching in English teaching.

5. CONCLUSION

By arranging and analysing survey data, we get a better idea of current situation of situational teaching in College English education in Luoyang Normal University. The result of questionnaire vividly displays that students consider situational teaching interesting and it is necessary to carry out it in actual English teaching. In their opinions, situational teaching stimulates their learning desire, makes them actively take part in learning and improves their learning effect. Among different types of situations, multimedia teaching and activity situation are the most popular types. Nevertheless, some problems still exist in actual teaching. For example, though teachers are aware of the importance of situational teaching, they just sometimes conduct it. And they tend to create situations in the same way which probably causes some negative effect. Apart from these, their purpose of implementing situational teaching is not well-directed. Their aim is just to arouse students’ interest and improve their motivation and they don’t realize the core of situational teaching like serving for teaching aims and emotional education. Thus, in order to improve current situation, teachers are expected to really take situational teaching seriously and apply it more often which absolutely makes a big difference in English teaching. What’s more, teachers’ knowledge and skills of situational teaching is supposed to be enhanced. For example, when teachers create situations, the situation should be designed according to the teaching content and students’ characteristics.

REFERENCES

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The Influence of Childhood Psychological Abuse and Neglect on Psychological Well-being---Intermediary Role Based on Life Position

Qi Duan*
School of Management, Tianjin University of Commerce, Tianjin, 300134, China
*E-mail: duanqi@tjcu.edu.cn

Abstract: With 333 college students as the research object, through the questionnaire, we found that: (1) There were four kinds of life position among college students: “I+U+”, “I+U-”, “I-U+”, “I-U-”, and the degree of PWB decreased in turn; (2) Childhood psychological abuse had a direct negative predictive effect on the dimension of “I’m ok” in life position, and neglect had a direct negative predictive effect on the dimension of “You’re ok”; (3) Childhood psychological abuse and neglect influenced the individual’s PWB through the intermediary role of life position.

Keywords: Childhood psychological abuse and neglect; Life position; Psychological well-being

1. INTRODUCTION
This study introduced life position (LP) in transactional analysis (TA) to explore its influence on Psychological well-being (PWB). LP refers to children’s beliefs about themselves and others which accompanies individuals’ whole life, including I’m ok, You’re ok (I+U+); I’m not ok, You’re ok (I-U+); I’m ok, You’re not ok (I+U-); I’m not ok, You’re not ok (I-U-). I+U+ is healthy; I+U- is self-destructive; I-U+ is projected; I-U- is who lose faith in their own and others’ worth [1]. Because of psychological abuse (CPB) and neglect (CN) is a risk factor for bad behavior, we made a hypothesis: CPB&CN influences PWB through the intermediary role of LP. Different CPB&CN promotes the formation of LP, individuals with different LP show significant difference in PWB [1].

2. OBJECTS AND METHODS
2.1. Objects
The college students in Tianjin University were investigated using stratified random sampling. 360 questionnaires were distributed from freshman to senior students, among which 333 questionnaires were valid. There were 214 boys (64.3%) and 119 girls (35.7%). The age of objects were 16-25, with an average age of 19.9 ± 1.6.

2.2. Research Tools
2.2.1. LP Scale
The LP Scale developed by Professor F.A. Boholst [2]. The scale consisting of 20 entries adopts likert five-point scale. The α reliability of I+ and U+ in the subscale was 0.816 and 0.671, the α reliability of the total scale was 0.824 [2].

2.2.2. College students’ PWB questionnaire
It was selected a questionnaire for college students’ PWB which is derived from authors’ report of National Social Science Foundation. The α reliability of the total scale and the subscale was 0.911 and more than 0.7 [3].

2.2.3. Childhood psychological abuse and neglect scale
It was compiled by the Department of Clinical Psychology of Xiangya Third Hospital. It included 31 entries stand for CPB and CN respectively. The α reliability of both the total scale and the subscale was more than 0.8 [4].

2.3. Data Analysis Method
SPSS17.0 was used for clustering, correlation, variance analysis, and then AMOS17.0 was used to analyze the relationship between latent variables by analytical method for structural equation model (SEM).

2. RESULTS
2.1. Pearson Correlation Analysis
As shown in Table 1, there was a significant negative correlation between CPB & CN and PWB, as well as between PB & CN and I+, U+ in LP. There was a significant positive correlation between I+, U+ and PWB.

Table 1. Correlation analysis on the relationship between variables

<table>
<thead>
<tr>
<th>M</th>
<th>SD</th>
<th>CPB</th>
<th>CN</th>
<th>I+</th>
<th>U+</th>
<th>PWB</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPB</td>
<td>10.420</td>
<td>8.389</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CN</td>
<td>16.399</td>
<td>10.745</td>
<td>.707***</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I+</td>
<td>36.940</td>
<td>5.767</td>
<td>-.266***</td>
<td>-.231***</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>U+</td>
<td>35.793</td>
<td>4.643</td>
<td>-.211***</td>
<td>-.225***</td>
<td>.467***</td>
<td>1</td>
</tr>
<tr>
<td>PWB</td>
<td>138.586</td>
<td>20.247</td>
<td>-.215***</td>
<td>-.270***</td>
<td>.591***</td>
<td>.331***</td>
</tr>
</tbody>
</table>

(Note: * p<0.050, ** p<0.010, *** p<0.001, the same below)

2.2. Analysis of the Differences in Scores of PWB and CPB&CN of Individuals with Different LP
Cluster analysis was carried out on the two dimensions of I+ and U+. It showed that the LP could be divided into four types: I-U+(21.3%), I-U-(17.7%), I+U+(33.6%), I+U-(27.3%). By using variance analysis, the differences in scores of CPB & CN of
college students with different LP were compared as shown in Table 2. The scores of PWB&PN increased in the order of I+U+, I+U-, I-U+, I-U- significantly, the scores of PWB showed the opposite trend.

### Table 2. Analysis of the variance on scores with different LP

<table>
<thead>
<tr>
<th>Group</th>
<th>CPB (X±SD)</th>
<th>CN (X±SD)</th>
<th>PWB (X±SD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I+U+</td>
<td>8.205±7.021</td>
<td>13.643±11.283</td>
<td>140.000±16.116</td>
</tr>
<tr>
<td>F</td>
<td>8.909***</td>
<td>7.613***</td>
<td>45.817***</td>
</tr>
</tbody>
</table>

2.3. Test of the Relationship Between CPB & CN, PWB and LP

Figure 1. Hypothetical model of the relationship
Suppose the path is shown in Fig. 1. Taking I+ and U+ as intermediary variables, data fitting test of the hypothetical model was carried out. After testing, the path whose relationship was not significant was deleted, and the final fitting index reached an acceptable level, as shown in Table 3 [3].

Figure 2. Results of the path analysis
The path coefficients of the SEM are shown in Figure 2: (1) Psychological abuse had a significant negative effect on I+, β=-0.31, p<0.001; (2) Neglect had a significant negative effect on U+, β=-0.25, p<0.001; (3) I+ had a significant positive effect on PWB, β=0.56, p<0.001; (4) Neglect had a significant negative effect on PWB, β=-0.12, p<0.001. The results showed that I+ played a complete intermediary role between psychological abuse and PWB; U+ played no intermediary role between neglect and PWB.

### Table 3. Fitting index of the structural equation model

<table>
<thead>
<tr>
<th>χ²</th>
<th>df</th>
<th>χ²/df</th>
<th>P</th>
<th>GFI</th>
<th>NFI</th>
<th>IFI</th>
<th>TLI</th>
<th>CFI</th>
<th>RMSEA</th>
</tr>
</thead>
<tbody>
<tr>
<td>34.039</td>
<td>23</td>
<td>1.480</td>
<td>0.065</td>
<td>0.978</td>
<td>0.978</td>
<td>0.993</td>
<td>0.989</td>
<td>0.993</td>
<td>0.038</td>
</tr>
</tbody>
</table>

LSD test showed I+U+ was significantly highest in PWB; I-U- was lowest; I+U was significantly higher than I-U+; I-U- experienced more serious CPB & CN, and the scores were significantly highest. There was no significant difference in CPB among the other; I+U+ in CN were significantly lower than I+U-, there was no significant difference among the other.

3. DISCUSSION

3.1. Influence of CPB&CN on LP
The SEM showed CPB had a direct negative predictive effect on I+ while CN had a direct negative predictive effect on U+. The individual who suffered CPB is likely to think that “I’m not ok”, who suffered CN was more likely to think “You're not ok”. If he can overcome the growing difficulties by his own, he will probably form I+U-. Otherwise, he might form I-U-.

3.2. Influence of LP on PWB
There are four kinds of LP among college students. I+U+ is the most ideal LP with highest PWB; I-U- is most undesirable with lowest PWB; I+U and I-U+ are intermediate, but from the results of this study, the individuals with I+U+ had a slightly higher level of PWB than those with I-U+.

3.3. Relationship between CPB&CN, LP and PWB
CPB&CN affects individuals’ many aspects, such as psychological health and personality formation [4]. This study proves I+ plays a complete intermediary role between psychological abuse and PWB.

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REFERENCES
Work-family Conflict and Job Satisfaction: The role of Proactive Personality

Dai Ying*, Valyakhuu, Suglegmaa
School of Management, Shanghai University, 200444, China
*E-mail: 549636717@qq.com

Abstract: This paper explores the moderating role of proactive personality on the relationship between work-family conflict (including work-to-family conflict, WFC and family-to-work conflict, FWC) and job satisfaction. The authors tested the model with 285 employees in Mongolia. Results presented that work-family conflict negatively influence job satisfaction. The paper has two innovative points. First, we found FWC has a stronger correlation with job satisfaction than WFC. Second, this paper innovatively examined how the correlating of WFC & FWC and job satisfaction changed by the criterion of proactive personality.

Keywords: work-family conflict; job satisfaction; proactive personality; mongolia

1. INTRODUCTION

Work-family conflict means intra-part conflict caused by incompatible role stress in the two areas of work and family [1]. Many scholars believe that WFC & FWC negatively relate to job satisfaction [2-5]. Work-family conflict increases gradually in developing countries due to the increase of dual-career couples. The growing number of married women with young children is finding jobs in Mongolia [6]. Employees have different attitudes towards work in different situations [7]. The influence of Work-family conflict on job satisfaction in Mongolian perhaps has a unique connotation, which requires further study.

When faced with work-family conflict, people who have different characteristics have different attitudes. Proactive personality is a comparatively steady tendency to make the first move from the perspective of interaction [8]. In fact, Individuals with high proactive personality are not restricted by environmental resistance. They usually behave as well as they can to adjust themselves by the external settings [9]. Therefore, the proactive personality of employees may act as a moderator for the correlation between WFC & FWC and job satisfaction. So far, little research has been done on this subject. Therefore, we choose proactive personality as the moderator variable.

Ground on the role theory, this paper discusses both the WFC and FWC in order to fully understand how they influence job satisfaction. We test hypotheses in the context of Mongolian. The conclusion will help enterprises to recognize the importance of employees’ proactive personality and take flexible incentive plans to improve job satisfaction.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

2.1. Work-family Conflict and Job Satisfaction

Work & family are two of the most essential areas in every person’s daily life [10-11]. According to the role theory, one person can play multiple roles at the same time. Different roles have different requirements for individuals. For example, an individual may play the role of a mother, wife, and daughter in the family, but will also play the role of a boss, a subordinate, and a colleague in the work. However, different roles require different time, physical strength, and energy. It is hard to do well in every role in real life. When the above roles are not in harmony, there may be work-family conflict.

Carlson proved that job satisfaction was the result of WFC & FWC. Without any doubt, Job satisfaction is a core guarantee to promote the effective operation of the organization believed that WFC & FWC affect attitude towards work, including job satisfaction. Ko proposed work-family conflict increase nurse’s pressure, leading to a decline of life quality, and further influence job satisfaction [12].

Most scholars only focus on WFC rather than FWC. Kalliath suggested that both sides of role conflicts will negatively influence individual happiness. According to the role pressure theory, when the WFC & FWC are high, individual will be under huge pressure, which affect the attitude towards work, and the job satisfaction will decline. Therefore we state hypotheses [13]:

Hypothesis 1a: WFC negatively effects job satisfaction.
Hypothesis 1b: FWC negatively effects job satisfaction.

2.2. The Role of Proactive Personality

Although importance of correlation between WFC & FWC and job satisfaction is highly established, question concerning what kind of employees impact it remains to be answered. Proactive personality is a steady tendency to affect surrounding change. Individuals with proactive personality are not restricted by environmental resistance believed that organizational recognition predicts internal whistle-blowing intention under the criterion of high proactive personality and strong moral atmosphere. Wu used a behavioral consistency model to explain
that higher proactive people take active action and improve their ability over time. Therefore, this paper posits proactive individuals are more possibly to interpret work-family conflicts in different ways. In order to create a meaningful life, proactive people can recognize the threats of WFC beforehand. Therefore we state hypotheses [14]:

Hypothesis 2a: The effect of WFC to job satisfaction will decrease based on high proactive personality.
Hypothesis 2b: The effect of FWC to job satisfaction will decrease based on high proactive personality.

2.3. Conceptual Framework
This research model is represented in Figure 1.

```
Figure 1. Proposed research model
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3. METHODS

3.1. Samples
The samples were selected from the participants of Hutul Cement Company in Mongolia. The questionnaire instructed and privacy is guaranteed. The survey collected data are the primary focus of this study. According to the back-translation procedure [15], the scales were translated between English and Mongolian by two independent people. The employees were informed that the questionnaire would take approximately 30 to 45 minutes to complete. Among 300 questionnaires collected, 15 questionnaires are disqualified. Among the employees, 42.10% are male, 68.40% are aged at 45 and below, 30.53% received high school education or below, 82.46% already married, and 91.23% have full time job in married people, 76.84% have more than two children, 75.43% has worked in hutul cement company for more than 6 years [16].

3.2. Measures
3.2.1. WFC and FWC scale
We use the scales from Netemeyer. Each scale consists of 5 items. The Cronbach’s α are 0.894 (WFC) and 0.886 (FWC). According to the result, the scale has satisfactory validity (χ²df = 1.29, RMSEA and SRMR <0.08, GFI, AGFI, NFI and CFI >0.9).

3.2.2. Job satisfaction scale
We use the scales from Brayfield and Rothe. Each scale consists of 5 items. The scale has pretty good internal consistency coefficient (α = 0.947) and constructs validity (χ²df = 2.795, RMSEA and SRMR <0.08, GFI, AGFI, NFI and CFI >0.9).

3.2.3. Proactive personality scale.
We use the scale from Bateman. The Cronbach’s α is .949 and data in the confirmatory factor analysis was good. (χ²df = 3.598, RMSEA and SRMR <0.08, GFI, AGFI, NFI and CFI >0.9).

3.3. Analyses
The quantitative data were analyzed utilizing SPSS 19.0. First, demographic data were analyzed utilizing descriptive statistics. Second, we performed a reliability analysis using Cronbach’s alpha, standard deviations, means and CITC. Last, a multiple regression analysis was performed to establish the correlation ratio between independent and dependent variables.

4. RESULTS
4.1. Descriptive Statistics
The result shows that WFC & FWC have apparent negative affect on employee’s job satisfaction. The correlation was statistically remarkable (-0.709, p<0.01 (WFC); -0.766, p <0.01 (FWC)). Data analysis also revealed that FWC has a stronger correlation with job satisfaction than WFC (see Table 1).

```
Table 1. Pearson’s correlation coefficient

<table>
<thead>
<tr>
<th></th>
<th>M</th>
<th>S</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>3.670</td>
<td>1.562</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>1.579</td>
<td>0.495</td>
<td>0.207**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marital status</td>
<td>1.997</td>
<td>0.521</td>
<td>0.354**</td>
<td>0.227**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>2.032</td>
<td>0.890</td>
<td>-0.058</td>
<td>0.046</td>
<td>-0.045</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of child</td>
<td>3.235</td>
<td>1.106</td>
<td>0.581**</td>
<td>0.195**</td>
<td>0.362**</td>
<td>-0.065</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WFC</td>
<td>3.718</td>
<td>1.298</td>
<td>-0.024</td>
<td>-0.042</td>
<td>-0.032</td>
<td>-0.103</td>
<td>-0.104</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FWC</td>
<td>3.333</td>
<td>0.990</td>
<td>-0.035</td>
<td>-0.069</td>
<td>-0.074</td>
<td>-0.124*</td>
<td>-0.095</td>
<td>0.869**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JS</td>
<td>2.624</td>
<td>1.252</td>
<td>0.001</td>
<td>0.037</td>
<td>0.043</td>
<td>0.090</td>
<td>0.111</td>
<td>-0.709**</td>
<td>-0.766**</td>
<td></td>
</tr>
<tr>
<td>PP</td>
<td>4.375</td>
<td>1.710</td>
<td>0.026</td>
<td>-0.045</td>
<td>-0.056</td>
<td>-0.048</td>
<td>-0.061</td>
<td>0.286**</td>
<td>0.442**</td>
<td>-0.737**</td>
</tr>
</tbody>
</table>

Note: JS=job satisfaction, PP: proactive personality
```

4.2. Hypothesis Tests
As results shows, the R² of WFC value by 0.506, and R² of FWC value by 0.593. The regression coefficient β value of WFC is -0.700 and FWC is -0.763, both of them are less than zero. Consequently the WFC & FWC’s correlation to job satisfaction is significantly negative (see Table 2).
Table 2. WFC & FWC and job satisfaction regression analysis

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>Non-standardized coefficients</th>
<th>Standardized coefficients</th>
<th>Sig</th>
<th>R²</th>
<th>Adj R²</th>
<th>F value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Beta value</td>
<td>Beta value</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WFC</td>
<td>-0.700</td>
<td>-0.700</td>
<td>0.000</td>
<td>0.506</td>
<td>0.496</td>
<td>47.541</td>
</tr>
<tr>
<td>FWC</td>
<td>-0.763</td>
<td>-0.763</td>
<td>0.000</td>
<td>0.593</td>
<td>0.583</td>
<td>67.471</td>
</tr>
</tbody>
</table>

Table 3 shows that the interaction of WFC & FWC and proactive personality have significant influence on job satisfaction ($b = 0.148$, $p<0.001$; $b = 0.261$, $p<0.001$).

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>Job satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Model 1</td>
</tr>
<tr>
<td>Control variable</td>
<td></td>
</tr>
<tr>
<td>1. Age</td>
<td>0.016</td>
</tr>
<tr>
<td>2. Gender</td>
<td>-0.099</td>
</tr>
<tr>
<td>3. Marital status</td>
<td>0.019</td>
</tr>
<tr>
<td>4. Education</td>
<td>0.095</td>
</tr>
<tr>
<td>5. Number of child</td>
<td>0.164</td>
</tr>
<tr>
<td>Independent variable</td>
<td></td>
</tr>
<tr>
<td>WFC</td>
<td>-0.700</td>
</tr>
<tr>
<td>FWC</td>
<td></td>
</tr>
<tr>
<td>PP</td>
<td></td>
</tr>
<tr>
<td>WFC*PP</td>
<td></td>
</tr>
<tr>
<td>FWC*PP</td>
<td></td>
</tr>
<tr>
<td>Sig</td>
<td>0.155</td>
</tr>
<tr>
<td>F</td>
<td>1.619</td>
</tr>
<tr>
<td>Adj R²</td>
<td>0.028</td>
</tr>
<tr>
<td>R²</td>
<td>0.011</td>
</tr>
</tbody>
</table>

Note: JS: job satisfaction, PP: proactive personality

In addition, we have drawn out the interaction effect of graphic, as shown in Figures 2 and 3. Proactive personality can reverse adjust the negative correlations of two types of conflicts (WFC & FWC) and job satisfaction.

Figure 2. The effect of WFC to job satisfaction based on proactive personality

Figure 3. The effect of FWC to job satisfaction based on proactive personality

5. DISCUSSION

5.1. Conclusions

This study explored how the correlating of WFC & FWC and job satisfaction changed by the criterion of proactive personality. The main results are threefold: First, this study is in response to the result by previous research [17,18] to discuss the influence of WFC & FWC on individual’s job satisfaction. We examined that WFC & FWC negatively affect individual’s job satisfaction. Ground on the findings, we also discovered respondents of the Hutui Cement Company highlighted the strong negative correlation between them. Therefore, workers are advised to increase their job satisfaction in Hutul Cement Company. Especially, the leaders should pay more attention to issues related to WFC & FWC.

Second, FWC has a stronger correlation with job satisfaction than WFC. The family plays a vital role in daily life. It shapes Individual psychological characteristics, which affect people’s beliefs, values and behaviors [19,20]. In order to better solve the family-to-work conflict, enterprises should take some actions, such as visiting employees’ families, and providing child care, elderly care and other services. Last but not the least, Result has also found proactive personality will moderate not only the correlation between WFC and job satisfaction but also moderate FWC and job satisfaction. In order to live a colorful and rich life, becoming proactive will be a pretty effective way to recognize the risks of WFC ahead of time.

5.2. Practical Implications

As expected, high proactive personality workers perhaps have more technics to balance work and family. As individuals, we can communicate with nice and kind friends and find our strengths to become more proactive. Considering demands of work drain people’s time and energy, it is a good method to minimize conflicts that schedule working hours. Individuals and organizations should work collaboratively to alleviate work-family conflict.

5.3. Limitations and Future Research

There are some shortcomings in this research. First,
the conclusion of this research does not preclude different explanation in other industries because we selected a homogeneous specimen with attendees working in the cement industry.

Second, this research used quantitative research methods and it cannot adequately supply insight into the mechanism. There is a direction for future research to investigate the correlation between work-family conflict with psychological resilience, boundary control and other related variables.

REFERENCES


Advance the Balanced Development of Education and Facilitate Fair and Equitable Education

Ma Siju
China West Normal University, Nanchong, Sichuan, 637000, China

Abstract: Education is the best way to improve the physical and spiritual quality of the population. Rural education has the characteristics of fundamental, leading and overall whose development plays an important role in promoting the balanced development of education and facilitating fairness and justice in education. However, under the current urban-rural dual economic and social structure and the “urban-centered” education pattern, rural compulsory education has been marginalized, which has caused many difficulties in the development of rural compulsory education. To solve the problems in the development of rural compulsory education, based on practical research, this paper puts forward opinions such as strengthening government responsibility, clarifying provincial-county relation on finance and power, arranging the overall planning of school points, and strengthening the construction of teacher mobility.

Keywords: education balance; fairness; compulsory education; mobility

Compulsory education in rural areas is an important part of China's education system. Due to the urban-rural dual economy and the dual social structure, children in rural areas lag far behind the children in urban areas in terms of cultural capital, social resources and self-realization opportunities. Therefore, promoting the balanced development of education and the fairness and justice of it so as to bring high-quality education to children in rural areas in a disadvantaged position is the common responsibility of the public, the government, and society. Owing to the differences in economic development between the central and western regions in China, the development of education in rural areas in the west is still worrying. The author and the team walked into the rural areas of M City, Sichuan Province, and conducted in-depth research on its development of compulsory education.[1, 2]

1. EVALUATION ON THE CURRENT SITUATION OF COMPULSORY EDUCATION DEVELOPMENT IN RURAL AREAS OF M CITY, SICHUAN PROVINCE

Rural education is a display window for the development condition of national basic education. Fundamental, leading and overall are the distinctive features of rural education. There are three districts and five counties and one county-level city in M city, including 202 junior high schools and 414 primary schools. The development of compulsory education is progressing steadily, but due to the vast territory of rural areas, the status quo is still grim.[3]

1.1 Teaching points are scattered

Since 2001, the country has implemented the policy of “cancel teaching points and merge schools”, and the large-scale cancellation of village-level school-running points has widened the distance between homes and schools, and causing great troubles for rural areas with inconvenient transportation and burying seeds of security risks. For example, among the 13 junior high schools in W County of M City, 8 schools are 30 kilometers away from the county, and the farthest distance is 88 kilometers. Among the 178 village-level primary schools, 88 are more than 40 kilometers away from the county town, accounting for 29% of village-level schools; there are 27 in 20-30 km, accounting for 15% of village-level schools; 12 are more than 30 km from central towns, accounting for 7% of village-level schools.[4]

1.2 School infrastructure is backward

Due to the lack of sufficient funding support for the school, the construction of the campus infrastructure is greatly lagging behind the process of “cancel teaching points and merge schools” policy. The "Basic Standards for Running Schools of Sichuan Compulsory Education Schools (Trial)" issued in 2012 puts forward the index requirements for the construction of "standardized" schools. According to the Standard, the building volume ratio of a primary school should be controlled within 0.7, and the standard for junior high schools is less than or equal to 0.8. The building volume ratio guarantees the student's per capita land use requirement. As can be seen from Table 1, the building volume ratio of B primary school is merely 0.82. In addition, the circular runway, basketball court and volleyball court as the infrastructure to guarantee students' physical exercise should be equipped, but the primary school A only has basketball courts and volleyball courts. The area of the school premises for the school building that is compatible with the size of the middle school C should be 6.66 m². The area of the school premises for the school that is compatible with the
middle school D should be 7.01 m\(^2\). In practice, both solve specific problems. Ensure that the school-age population accepts compulsory education, especially of the two are less than their standard.

### 2.1 Implement government responsibilities and improve school conditions
Implementing government responsibility is the prerequisite for improving the quality of compulsory education in rural areas. As the main body to promote the balanced development of compulsory education, the county-level government must first clarify its responsibilities and actively coordinate the duty of the county education bureau, the finance bureau, and the human and social bureau in compulsory education. Second, strengthen the responsibility of the township government in facilitating the balanced development of compulsory education and striving to help schools

<table>
<thead>
<tr>
<th>School level</th>
<th>School</th>
<th>Class number</th>
<th>Student number</th>
<th>Building volume ratio</th>
<th>Sports ground ((m^2))</th>
<th>Per capita land use</th>
<th>Per capita land use for dormitory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary school</td>
<td>A</td>
<td>6</td>
<td>255</td>
<td>0.61</td>
<td>3088</td>
<td>28</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>12</td>
<td>486</td>
<td>0.82</td>
<td>5986</td>
<td>24</td>
<td>0</td>
</tr>
<tr>
<td>Junior high school</td>
<td>C</td>
<td>24</td>
<td>1286</td>
<td>0.89</td>
<td>10230</td>
<td>23</td>
<td>6.45</td>
</tr>
<tr>
<td></td>
<td>D</td>
<td>18</td>
<td>872</td>
<td>0.66</td>
<td>9290</td>
<td>20</td>
<td>6.32</td>
</tr>
</tbody>
</table>

### 2.2 Adjusting the provincial-county financial structure and the supply responsibility of compulsory education
At present, county-level finance is still the “axis” of the operation of the rural compulsory education supply mechanism. Only relying on county-level finance can not guarantee the supply level and quality of rural compulsory education, hence two adjustments in the fiscal system below the provincial level must be made. On the one hand, adjust the fiscal and taxation structure below the provincial level, implement the “Provincial direct management over counties” system, strengthen county-level finance, enrich the county-level financial resources, and improve the county-level government's ability in supplying rural compulsory education; on the other hand, shift the rural financial responsibility that does not require excessive decision-making information to upwards, and raise the expenditure responsibility of provincial finance for rural compulsory education.

### 2.3 Establish a mobility mechanism to enhance resource sharing
Establish a two-way flow system for teachers in the county. Change the teachers in the compulsory education stage in the county from “teacher in school” to “teacher in system”. All the primary and middle school teachers do not belong to the specific school, and they are uniformly employed in the county education administrative department, and are uniformly deployed by the county education bureau. It provides a policy space for teachers to exchange and rotate in the county.

### 3. CONCLUSION
At this stage, the external imbalance of compulsory education in rural areas, such as education investment and resource allocation, is no longer the main aspect of contradiction, but is prominently manifested in the aspects of quality of teachers, the quality of classroom teaching, the level of teaching management, and the uneven development of school characteristics. The task of compulsory education has shifted from the development phase to the improvement phase. The difference within county requires administrative department and educators must seek truth from facts, construct a suitable
educational development framework, take efficiency and fairness into account, and achieve the high-quality development of compulsory education through the operation of the implementation path.

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REFERENCE: