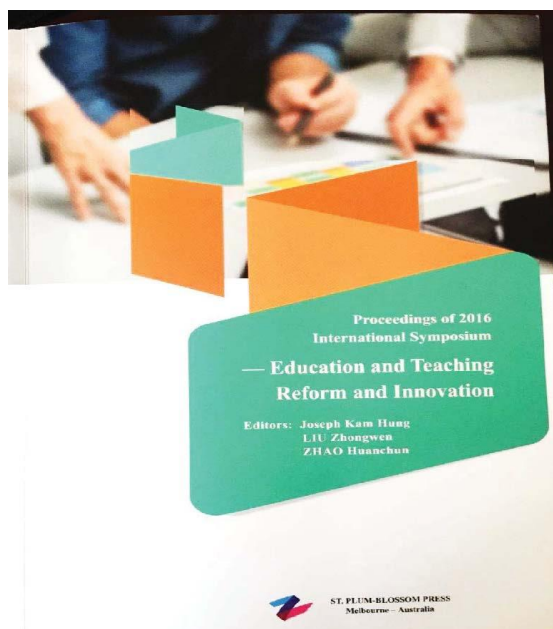


(1) 论文：依托行业创新企业管理学科人才培养模式（中国高等教育）



(2) 论文: Research on Undergraduate Business Management Discipline Applied Talent Cultivation Mode System Design



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Research on Undergraduate Business Management Discipline Applied
Talent Cultivation Mode System Design

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Abstract: Under the environment of socialist market economy, higher education is confronted by the new needs of our country's economic law of market and the law of education. In order to meet the needs of our country's economic development and social progress for applied innovative talents, we focus on thinking and solving the following three questions in school reform practice: Firstly, right cultivation standard of the specialty (group), for whom the specialty (group) is set? Secondly, who are the talents cultivated in standard of the specialty (group), or what kind of kinds to cultivate with the specialty (group)? Thirdly, how can we train talents needed by relevant industries, that is, how to choose effective cultivation means? Cultivation mode, cultivation time, cultivation venue, cultivation subjects.

Introduction

In order to achieve applied business management talents, Shandong University is cultivating functional management talents oriented for four operation industries. The university believes: According to the trend of China's China's economic development, there are at least 15000 large enterprises that have scale of more than 100,000 square meters and more than 150 employees. The gap of management personnel for various functional positions is at least 100,000 positions. According to data from China's economic development, the country's per capita income is increasing more than 10 times in the next 2-3 years, and the gap of senior operation management management talents is at least 600,000. However, the actual total cultivation capacity in China is less than 1% of the total amount required at present. Specific talent training in the field has not been well developed, especially in the field of management. The main reason is that the management education is not well developed in the form of university system based on applied management education is still relatively weak.

1 Establish Scientific Cultivation Objectives Based on Industry Needs

John Nashed, a famous foreign, management scientist and advisor on consultant, of former president of the United States named china management as "the most important form of business cooperation in the 21st century". With unique advantages, chain management developed rapidly in China. In the "Twelfth Five-Year Plan", improved overall domestic economic development and implementation of policies for boosting domestic demand and promoting consumption, certainly will vigorously promote the chain economic industry to develop faster. However, with the rapid development of the chain economic industry, the chain economic industry is huge and its construction between talent supply and demand has become increasingly conspicuous, and affected and restricted development speed and spread of the chain economic industry.

As the specialty estate is lying behind the development of the industry, the amount and quality of human management specialty talents are far too insufficient for the needs of the industry, and therefore economic management specialties have become the main source of talents in the specialty industry. However, the current has not managed specialty talents has the following problems: (1) In training practice, firstly, the cultivation objectives of economic management specialties are not clearly defined by many colleges and universities and are generally the same, and the cultivation objectives have been divided by some colleges and universities are even exactly the same as the specialty cultivation objectives in the specialty introduction promulgated by the Ministry of Education. Lack of specificity and singularity

[illegible]

3.2. Build practice teaching system based on the "actual combat" concept

Build a practice orientation, in which students practice training, actual context and intensity, less progressive, such as, and out of class, and out of school and focuses on ability cultivation and innovative consciousness. Content is based on the concept of "practice is actual context". Practical training is divided into individual, skill training and content-active actual context training, which the former refers to practical training of unified research and forecasting, computer psychology, business communication, software relation management and other individual ability aspect, and the latter involves such more development practice, case analysis training, only after the actual context, clear story context, and the actual context, and the actual context. Actual cohorts are carried out in company and research laboratories, to complete training of business practice, simulation business practice and other practical tasks. Intensity is carried out in practice base outside the school in the manner of practice curriculum, and job internship.

Our research was conducted in a teaching laboratory with three major practices: teaching paradigms, we used to do so in the past; teaching materials, we used to do so in the past; and teaching methods, we used to do so in the past. We interviewed 8 campus librarians based on the criterion of teaching experience and teaching content. We conducted an experiment center for carrying out individual skill training, business workflow and labor division model, we conducted 80 case studies on carrying out comprehensive potential analysis; and 12 interviews and wrote 600-words practice essays. Through the investigation of curriculum, training system, team culture, "X+1-1" and other school-to-company conversion, we organized substantial part observation for students, and more than 50% of students' learning and employment intention.

3.3 Implement effective teaching based on the educational philosophy "combination of learning and thinking, unity of knowledge and action"

diversification leads directly to personal development of students. A professional skill is a springboard to success, and the theoretical basis is the development potential. In our educational practice, we must combine education with learning and teaching. First of all, we should "offer students with field" and encourage them to practice chemistry and various vocational basic skills and ability adapt to their posts in the course of training and practice; and secondly, we must "coach them" to "grow to fit" pay attention to theoretical teaching, and a third strategy is to cultivate students' capacity in the process of learning and teaching, improvement. (2) We should pay attention to scope of knowledge and content, focus not only on training of students' knowledge, ability and/or comprehensive quality but also on cultivation of students' initiative, coordination and communication, teamwork and other abilities. Therefore, in order to cultivate high-quality applied talents, we are now actively applied

characteristics, and are unable to meet diversified and differentiated talent needs of the industry. Secondly, the design and construction of curriculum for university students in vast majority of schools are far from jumping out the barriers of disciplinary system, and ignore real needs of the industry and enterprises for talents. As technical requirements of enterprises in the industry are not converted into specific objectives and contents of curriculum, the curriculum is not able to cultivate talents for the industry properly. Based on this, we plan on talent cultivation in the following aspects: (1) On characteristics and specialty advantages of the school, as well as regional economy and market demand, choose chain operation management talents as the cultivation objectives and positioning of economic management specialty. As a new specialty, we will seek for differentiated advantages compared to traditional economic management specialties, highlight application, stress on characteristics, shake off mode constraints of discipline education, meet the needs of enterprises for talents in the industry. (2) On the basis of the existing curriculum, talent cultivation needs are integrated into the curriculum system, and build new applied management curriculum system according to the needs of the industry.

2 Set Accurate Talent Cultivation Standard Based on Job Analysis

positions of capital operations management may include operations management, business creation, marketing, supply management, purchasing management and financial management etc. Relevant jobs may include chain enterprise headquarters functional managers, market researcher, chain store manager, and marketing staff etc. Among them, the work process of functional manager includes shop assistant, cashier, clerk, salesperson, warehouse worker, inventory controller, and so on. In addition, other links: Typical work tasks of the above positions are market research, headquarters functional manager, store operations management, business development, customer management, business communication, business cooperation, business management and so on.

The main responsibilities of each position are as follows:

- (1) *Business creation*: set up standards of each post, in the chain operation industry, so as to highlight job orientation, ability applicability and quality specificity of talents, so that students master both the chain management theory, commodity science, brand science, chain operation industry information system management and other basic theories, and strong skills for employees; for customers, they can provide better service and more convenient shopping experience;
- (2) *Marketing*: understand the market demand, logistics and distribution, information management, store management, cargo handling management, sales promotion and other jobs in chain enterprises; get profound in short-term, and be competent for managerial positions in operations management, human resources management, marketing management, logistics management, purchasing management, financial management, information management, etc.

3 Optimize the Process of Talent Cultivation and Cultivate High-quality Applied Talents

Appropriate cultivation methods are important to cultivating high quality applied talents meeting requirements of the chain operation industry. This involves the whole process of education curriculum system building, content teaching, implementation of teaching and so on.

3.1 To build modularized progressive curriculum system based on two main lines (job demand and cognitive rules)

For a long time, applied and cultivation objectives cannot be satisfactorily achieved. The fundamental reason is that the design and construction of curriculum microscope contents are far from jumping out of the burrows of discipline system. To build work-process-oriented curriculum system, the first problem to solve is how to choose the course content, that is, to solve the problems "how to do" and "how to do better". secondly, it is required to solve the problem of curriculum content ordering, that is, to take work process as the reference system, integrate declarative knowledge and procedural knowledge, and

brainstorming, case teaching and other effective teaching methods in the implementation of education, focused on guiding and cultivation students' independent learning and cooperative learning ability.

4 Conclusion

After nearly 10 years of characteristic specialty construction and through the reforms of field work, skill practice and examination, the talent training mode of our school has been gradually growing mature. We have preliminarily realized our goal of training students to become the chain management professionals based on a solid economist and management knowledge foundation, and meantime opened up a new road for the talent training mode of the Business Administration and Enterprise Management majors and students.

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(3) 论文: The Exploration and Practice on Mode of Economic and Management Professional Applied Talents Training



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The Exploration and Practice on Mode of Economic and Management Professional Applied Talents Training

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Abstract: Presently, economic and management specialty is one of the most professional classes in all colleges and universities in our country, and it is also one of the subject categories that has the most students in our country. This specialty has the characteristics of strong theoreticalization and slow, weak students in our country. This specialty has the characteristics of strong theoreticalization and slow, weak students in our country. This specialty has the characteristics of strong theoreticalization and slow, weak students in our country.

Keywords: Economics and management specialty, Applied talents, Talent training mode

1 Research Background and Questions Put Forward

How to be able to do the professional training and employment "seamless skid", in truly meet the needs of enterprises, which is the national education department and the company's common concern. Although for many years, many colleges and universities have carried out a lot of reform experiments, so far it has not formed a national consensus. The School of Economics and Management in Shaoxing Women's University, after years of exploration, on the basis of the first investigation of model schools, through long-term learning, reform and practice, formed a set of highly pertinence, practicability and application has the obvious characteristics of the economic and management professional training mode. This article will solve the talent person of standardization theory, content and enterprise corresponding post docking problem, and the model basically achieved the goal of "The graduation is employment" and "Seamless connection between school and enterprises" personnel training, and have certain experience on the economic management of the professional application of management personnel training.

2 Orientation Analysis of Applied Talents Cultivation

The School of Economics and Management in the discipline construction attaches the importance of social development of female economic management talents, and the teaching and scientific research work around the female economic management talent training. The School of Economics and Management personnel training overall target positioning is to "train the female management talents" and the target, and is to build a circle of female economic management talent. Women's senior management personnel training is not only a task, but also a responsibility. The School of Economics and Management of China's emerging strategic development, of the industry's business and services, our country's future direction of development is certainly business, service sector accounts for the continuous expansion which is the inevitable law of economic development. Commercial service industry involves many areas, not in specific areas, it is difficult to make specific skills training. Therefore, the school established the field of chain operation as the foothold, so that the overall objective of school specific training of women's senior management, is shown in the end.

From a policy oriented perspective, the country has been the revitalization of the third industry as a major strategic choice for China's future economic development strategy needs. Shaoxing Women's University is the main feature of female students which accounts for the vast majority, while the employment trend of female students in general is more suitable to enter the third industry.

3 Choice of the Applied Talents Training Mode

3.1 The stratified cultivation

The stratified culture refers to the training level, training types, and training process. In the training level, it mainly involves on the undergraduate course, the three levels of training of specialized subject and master as the auxiliary role. In the first type, it had set the chain business enterprise oriented business management, marketing, human resource management, logistics management, international economy and trade and other professional groups, develop chain corresponding functional managers, namely, operations, marketing, human resources, logistics, procurement and other applied management talent; on the training process, through the chain business enterprise participate and achieve school "admissions to teaching and practice, employment and enterprise" recruitment and training to carry out "personalized innovation training". The method is to solve how to enter the chain business enterprise management talents in different levels of demand and the type of enterprise talent demand.

3.2 Package management team output

Package management team output refers to the school for specialized training in the chain business functions of the job requirements, the students according to the type and number of enterprises of various functional management positions (package), using "internship employment integration" mode of transport to the chain enterprise. The method solves the problem of the management of the students' practical teaching and the export of the employment.

3.3 The "five steps" strategy to cultivate students

"Five steps" strategy is divided into the following five links in the process of student training: practice teaching, employment, order class, Post Business Club, "Enterprise club" is a new system design for the students to participate in the enterprise order class and before the internship, the internship units are not deep, resulting in internship and employment quality is not high. The club was established to enable students before joining the reserve management order class, through the club activities, training and history practices, on the organizational culture, business and long-term development strategy has a more comprehensive understanding, practice and employment enterprises in the selection will be more rational and objective. At the same time, the enterprise through the long-term contact with students can have a deeper understanding of the students, in the choice of the order of the college and employment recruitment more targeted. This method further improved the applied talents training system of economic management specialty.

3.4 "X+1" school enterprise joint training reserve cadres

"X+1" refers to undergraduate students in the school to study for 3 years, college students in the school for 2 years, in accordance with the principles of two-way selection of students and enterprises, the establishment of the school and chain management companies "reserve cadres order class", "X" refers to the students off campus internship for 1 year in chain enterprises, "1" refers to students after graduation to work in the commitment of at least 1 years of chain enterprises, as a condition of corporate commitment to final year students tuition fees provided by the enterprises and pay in the order class before opening. The method solves the problem of "the migration of students employment" and the change of the depth of cooperation and increases the strength of the school enterprise and the students three party and improves the quality of the employment rate.

3.5 School enterprise teachers "mutual use"

Through the enterprise and the school hire, "please come in, go out", hire enterprise personnel organized enterprise operation ability training seminars and business attachment to the enterprise by the enterprise culture and improve operational combat capability to complete the project in cooperation with

enterprises, discuss to solve all kinds of problems in the enterprise operation. This method not only trains the teachers, but also trains the teaching ability.

4 Construction of Professional Applied Talent Cultivation System

4.1 The characteristics of theoretical teaching system

4.1 The characteristics of theoretical teaching system

The construction of professional and theoretical teaching system of nuclear industry, consisting of "the construction of professional and theoretical curriculum + special courses", in the completion of the professional students basic knowledge structure construction of the training, realize the basic ability of the time, for the chain management industry and the post of different management requirements, compile on the cultivation of student occupation filling and post ability. Among them, the public + elective course through the school, set up a corresponding professional and theoretical teaching system, the public + elective course through the school and the college opened a unified professional courses for all majors; professional courses required for the professional chain: the basic characteristics of nuclear management curriculum are the professional oriented, interdisciplinary and management joint opened and the functional management course. Combined with the concept similar professional management, the department of the system on the basis of the third, fourth, fifth, sixth, seventh, eighth, ninth, tenth, eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, nineteenth, twentieth, twenty-first, twenty-second, twenty-third, twenty-fourth, twenty-fifth, twenty-sixth, twenty-seventh, twenty-eighth, twenty-ninth, thirtieth, thirty-first, thirty-second, thirty-third, thirty-fourth, thirty-fifth, thirty-sixth, thirty-seventh, thirty-eighth, thirty-ninth, fortieth, forty-first, forty-second, forty-third, forty-fourth, forty-fifth, forty-sixth, forty-seventh, forty-eighth, forty-ninth, fiftieth, fifty-first, fifty-second, fifty-third, fifty-fourth, fifty-fifth, fifty-sixth, fifty-seventh, fifty-eighth, fifty-ninth, sixtieth, sixty-first, sixty-second, sixty-third, sixty-fourth, sixty-fifth, sixty-sixth, sixty-seventh, sixty-eighth, sixty-ninth, seventieth, seventy-first, seventy-second, 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4.2 The characteristics of practical teaching system

[illegible]

4.3 The characteristics of quality education system

School quality education system is mainly composed of ideological, political education, psychological quality education, humanistic education, and occupation quality education. Innovation (Pragmatism) consists of 5 modules including quality education, ideological and political education is the soul of quality education system, it is necessary to penetrate it to all aspects of quality education in time to expand the space, in order to truly train throughout the whole process; universal quality education

way.* China Club Management Association had given the evaluation for the persons' training mod.

6 Conclusions

[illegible]

Acknowledgment:

Training Mode of Business Administration Undergraduates (2012), and Shenyang province college teaching reform research project "Application oriented higher women's colleges: the positioning and development" (2012) study (2013).

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is not universal quality education, good psychological quality is the necessary condition of subjective attainment of quality education. The process of psychological quality education is the process of psychological cultivation. Psychological quality education is closely related to the way of thinking and learning. The cultivation of psychological quality education is the foundation of quality education, strengthen the training in quality education can be a foundation for the culture of college students (biological and moral quality, help students to understand the professional knowledge, skills and experience from the development of occupation quality education. College quality education and students innovation (entrepreneurship) education is the key to cultivate a creative talent, the main way of psychological and innovation education, cultivation of innovative talent, must have good educational ideas, techniques and teaching methods and so on.

5 Practical Achievements of Talents Training Application

5.1 The students' competitiveness and social orientation constantly improved

With the continuous deepening of the reform of personnel training mode, especially due to the diversification of the employment practice tendency, the effect of personnel training is improved. The students have the "quick start, active innovation" and their outstanding personal quality are more popular and accepted by the society. They have better development potential and development space because of their excellent quality. In Yantai internship in the reserve code recruitment before graduation from dozens of companies to visit, it directly into the Pizza Hut after graduation, front-end management, enjoying the internationalization of enterprising managers treatment. In the Kerry Group order class internship students during the internship through the formal examination of the company, has obtained the authorization for the full-time staff, has some treatment and become a formal staff. After graduation, they directly handed the relevant foundations. In Houtou, Jiangsu Yu supermarket and other enterprises, no students also received their employment invitation, many students have also stood in the queue to its companies' products.

5.2 The teachers' teaching ability and great achievements promoted

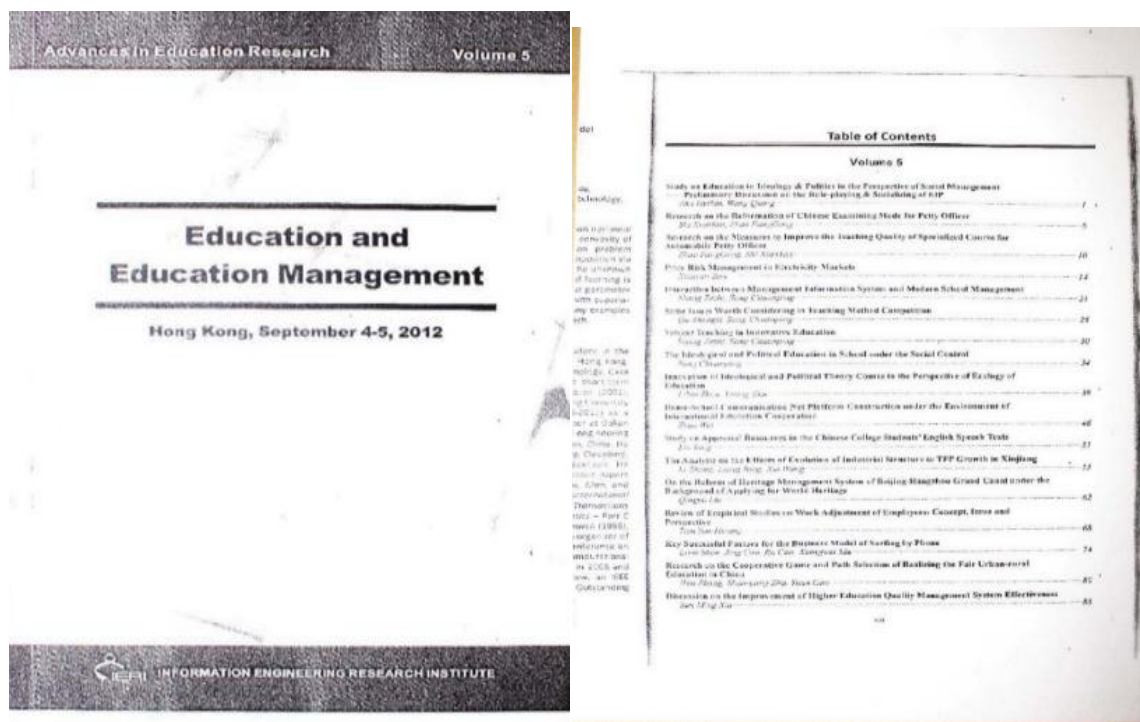
5.2.1 **Researcher's teaching philosophy** The researchers' teaching philosophy is the enterprise by which the enterprise system to provide excellence of teaching, research, innovation in the enterprise by the enterprise teacher, impact on post-graduate students, to discuss and solve various problems, across the horizontal and vertical dimensions, to improve the teaching ability of teachers, students of classroom teaching and improve the degree of satisfaction. In the cooperation development, School of Economics and Management is building the teacher resources, curriculum, professional staff as the main representative of the board has established a series of teacher, the cultivation of innovative talents, such as provincial model of experimentation area, university personnel training model innovation experimentation area, the provincial level business administration and the provincial marketing excellent teaching team.

5.3 The overall level attained by enterprises and experts in the same field

3. The overall level of education is rising. The teaching staff consists of young, young groups, [a] large group and the students in this specialty. The students are becoming more and more professional, and the level of employment and other companies generally believe that the professional students can contribute to the development of employment and occupation growth. Students can quickly enter the role in practical work. The students have a good theoretical knowledge, and practical ability, good occupation ethics and teamwork and communication skills. Shandong University, Shandong Agricultural University, Shandong University of Finance and Economics, Shandong University of Science and Technology, University of Jinan, National University of Singapore, Chinese Academy in Huanan and a number of domestic and foreign colleges and universities came to our hospital for investigation and communication related issues, received visits. In addition, the rapid increase of women's college and school of Economics and management in the management of academic and in their class of the academic status and social influence. "How to train the application level management personnel of the new millennium, emerging the Economics and Management School of Shandong Women's University last made a very correct



(4) 论文：双向一体化视角下企业实训基地建设研究（ISSHP检索）



2012 2nd International Conference on Education and Education Management	
A Study on the Construction of Enterprise training bases from the Perspective of the Integrative Mechanism Wang Lei, Zhang Fengzhi Some Suggestions about the Teaching Techniques of the Course Probability and Statistics Lailai Qiu, Lishi Zhong, Bin Yu Challenges of Network Culture to College Students' Moral Education and Countermeasures Gao Xian, Shi Chengshu Research on Management of Graduate Students from the Angle of Humanistic Care Zhang Wuli, Wei Weimin Research on Innovation of Administrative System in University —An analysis of flat and Supervisor System Innovation in Linzi University Zheng-min Yang, Liang Lin, Song Yu Wang The Survey and Analysis of the City University's Student Characteristics Yun Li, Hong Shun, Chuanxin Fan Research on the Mode of Training Student Leaders Based on The IBS Company Management Theory and Man-oriented Concepts Yue Wang, Yan Zhi Cao, Ye Jialin Zhao, Fong Li Analysis the Critical Steps of Practice Teaching Based on ERP Simulating Operation Xiangling Xu Primary Discussion on the Case Teaching in Cost Accounting Huang Minxin On Cultivating Undergraduates' Ability of Engineering Practices and Innovations in Professional Basic Courses Teaching Mingrong Han, Guangqian Zhu The Teaching Method of Engineering Cases and R & D Projects in the Training Process of Excellent Engineering Talent Jianzhong Yang, Huiming Jiang, Guangqian Zhu, Renrong Zhou Investigation and Analysis on Medical Students' Recognition on the Physician-Patient Relationship Kunxuan Wang, Jingxi Wang, Guoli Cao, Jie Zhu, Douglas Zeng, Lianlan Ma Reflection and Practice on Project Training Issues of Multimedia Remote Teaching Equipment Project in Reform Plan of Compulsory Education in Rural Weak School Wu Li, Qian, Liang Jing Zhang Sports Performance Appraisal Methods in Omani Students Jialing Liu Current Situation and Countermeasures of College Sports Volunteers Changrong Han On the Combination of Domestication and Foreignization —Compromise in Cultural Transplantation Li Jianjun, Xing Chongbo The Analysis of Assessment Content in Authentic Assessment of Microcontroller Unit Course Design Qi Baoping, He Jie, Zhou Jianping The Curriculum Optimization of Embedded System Course in Independent College Qi Baoping, He Jie, Ma Zhaocun	A Study on the Construction of Enterprise Training Bases From the Perspective of the Integrative Mechanism Wang Lei^{1,*}, Zhang Fengzhi^{1,2} ¹School of Economics and Management, Shandong Women's University, China, 250002. ²wzhf@163.com, *wzhf@163.com [*]Corresponding author Keywords: The Construction of Enterprise Training Bases, Higher Vocational Education, The Integrative Mechanism Abstract: The construction of enterprise training bases mainly involves two main participants, that is, colleges of higher education and enterprises, each of which has their own interests. In pursuit of their interests, it is quite necessary to conduct a research on the construction of enterprise training bases. The study has found that in order to construct these training bases successfully and achieve maximum benefit, we need to choose appropriate cooperative partners, have a good cooperation, distribute profits in a reasonable way, perfect the contracts and build the all-round cooperative relationship. Besides, the multilateral cooperation is also essential. 双向一体化视角下企业实训基地建设研究 王雷^{1,*} 张丰智^{1,2} ¹山东女子学院经济管理学院, 济南, 山东, 中国 ²wzhf@163.com, *wzhf@163.com [*]通讯作者 关键词: 企业实训基地建设, 高职教育, 双向一体化视角 中文摘要: 企业实训基地建设主要涉及高校和企业两个参与主体, 两个主体都有各自的利益诉求, 从两个参与主体各自的利益诉求出发, 对实训基地建设进行研究很有必要。在此视角下, 研究发现, 企业实训基地建设成功建设, 需要双方利益最大化, 必须选择合作合作伙伴, 进行利益协调, 合理分配利润, 完善合作协议, 进行更多合作等等。 1. 引言 在全球经济, 工作不停学习从20世纪90年代开始, 在世界范围内得以发展与普及(吴联明, 2001), 在实践方面, 2002年, 国家教委颁布《2003-15号文提出“加强实践教学, 提高受教育者实践能力”》, 进一步明确了“双证书”人才培养目标, 加强校内实训基地建设(吴联明, 2001)。

... 希望到本企业工作的员工, 有效降低了招聘成本, 提高了员工素质, 相对于先招聘、后

的毕业生为项目, 同时为项目提供必要的资源。同时, 为了培养学生的责任心, 将学生与企业共同开发项目, 使学生与企业共同承担项目的责任, 使学生与企业共同承担项目的责任。

4.4 双方优势互补合作条件, 进行全方位合作

从学校角度来看, 首先, 利用合作建立其他优势条件, 如“双师型”人才建设, 通过学校教师与企业教师共同承担教学任务, 从而使学生与企业共同承担教学任务, 从而使学生与企业共同承担教学任务。

其次, 从企业角度来看, 首先, 利用合作建立其他优势条件, 如“双师型”人才建设, 通过学校教师与企业教师共同承担教学任务, 从而使学生与企业共同承担教学任务, 从而使学生与企业共同承担教学任务。

4.5 必须建立多层次的校企合作关系或建立公共/开放式实训基地

从学校角度来看, 首先, 利用合作建立其他优势条件, 如“双师型”人才建设, 通过学校教师与企业教师共同承担教学任务, 从而使学生与企业共同承担教学任务, 从而使学生与企业共同承担教学任务。

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最后, 从社会角度来看, 首先, 利用合作建立其他优势条件, 如“双师型”人才建设, 通过学校教师与企业教师共同承担教学任务, 从而使学生与企业共同承担教学任务, 从而使学生与企业共同承担教学任务。

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The Influence Mechanism and Contingency Thinking of Subsidiaries' Green Governance Within the Framework of Group – Based on Disclosure of Environmental and Sustainable Development Information

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Abstract

Listed companies in Shanghai and Shenzhen stock markets are selected as research objects, the influence of executive's ownership allocation of parent and subsidiary companies on green governance level of subsidiaries is investigated. Using the 3000 sets of sample data formed from 2014 to 2017, we tested the hypothesis empirically through multiple regression analysis using STATA 15.1. The results show: (1) Executive's "green" allocation of parent and subsidiary companies has a positive impact on green governance level of subsidiaries; (2) The moderating effect of equity checks and balances and the moderating effect of the size of the parent company are significant. Specifically, the stronger the checks and balances, the stronger the positive influence of the executive's "green" allocation of parent and subsidiary companies on green governance level of subsidiaries; (3) Compared with state-owned enterprise groups, the influence of executive's "green" allocation of parent and subsidiary companies has a stronger impact on green governance level of subsidiaries in private enterprise groups; (4) Further analysis shows that part of the reason for the positive impact of executive's "green" allocation in parent companies on green governance level of subsidiaries is that executive's "green" allocation is "green" allocation has purified the first type of agency costs to some extent.

Keywords: executives' synergy allocation; green governance, equity checks and balances, property rights nature, agency costs

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(7) 论文: The moderating effect of environmental dynamism on entrepreneurship and open innovation



(8) 论文: Prioritized Hamy Mean Operators Based on Dombi t-norm and t-conorm for the Complex Interval-valued Atanassov-Intuitionistic Fuzzy Sets and Their Applications in Strategic Decision-Making Problems



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Research article

Prioritized Hamy mean operators based on Dombi t-norm and t-conorm for the complex interval-valued Atanassov-Intuitionistic fuzzy sets and their applications in strategic decision-making problems

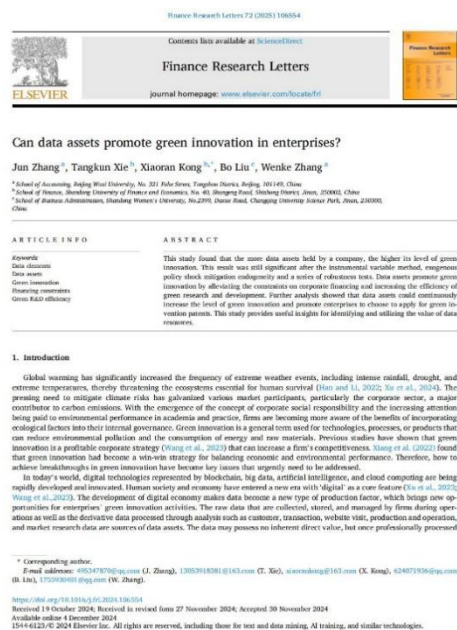
Shichao Li¹, Zeeshan Ali² and Peide Liu^{1,*}

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Abstract: The complex interval-valued Atanassov intuitionistic fuzzy set theory is an advanced modification of traditional fuzzy information that combines elements of both interval-valued fuzzy information and Atanassov intuitionistic fuzzy set theory, and incorporates complex numbers. Additionally, aggregating a finite number of alternatives into a singleton set is very important, where the Hamy mean operator and prioritized aggregation operator are much more suitable and flexible for depicting such kinds of problems. Our main goal of this manuscript was to analyze the Dombi operational laws based on complex interval-valued Atanassov intuitionistic fuzzy numbers. Further, the prioritized Hamy mean operators based on Dombi operational laws for complex interval-valued Atanassov intuitionistic fuzzy values, called the complex interval-valued Atanassov intuitionistic fuzzy Dombi Hamy mean operator, complex interval-valued Atanassov intuitionistic fuzzy weighted Dombi prioritized Hamy mean operator, complex interval-valued Atanassov intuitionistic fuzzy Dombi Dual Hamy mean operator, and complex interval-valued Atanassov intuitionistic fuzzy weighted Dombi Dual prioritized Hamy mean operator, were proposed. Some dominant and flexible properties of the evaluated operators were also examined. Further, in some multi-attribute decision-making problems, biased conclusions may be produced due to the deficiency of consideration for many relationships between the criteria of decision-making. Therefore, to evaluate the proficiency and reliability of the proposed operators, the multi-attribute decision-making technique based on derived operators for complex interval-valued Atanassov intuitionistic fuzzy values was developed. Finally, the proposed method with some prevailing techniques was compared to show its advantages and benefits.

(9) 论文: Can Data Assets Promote Green Innovation in Enterprises



(10) 论文: 开放式创新平台知识治理驱动知识转化与突破式创新研究



(11) 论文: Detecting Bubbles in World Aluminum Prices: Evidence from GSADF Test



DETECTING BUBBLES IN WORLD ALUMINUM PRICES: EVIDENCE FROM GSADF TEST

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Abstract. The aim of this research is to assess the existence of multiple bubbles in the global aluminum market by employing the Generalized Supremum Augmented Dickey-Fuller (GSADF) methodology. This method offers practical time series analysis tools for identifying periods of rapid price escalation, followed by subsequent collapses. Findings indicate the identification of six explosive bubbles occurring between January 1989 and March 2023, during which the aluminum price strayed from its underlying fundamental value. Additionally, this finding is consistent with the asset pricing model, which generally considers both fundamental and bubble components. Based on the empirical results, the aluminum price bubbles are positively influenced by the copper price, GDP, the U.S. dollar index, industrialization of China, China's urbanization rate, whereas the global aluminum production (GAP) price and base metal price index have a negative explanatory effect on the aluminum price bubbles. To effectively stabilize the international aluminum price, policymakers are suggested to be vigilant in identifying bubble episodes and monitoring their progression. Additionally, regulatory authorities should implement measures to curb excessive speculative activity during periods of extreme market volatility, thereby mitigating excessive price fluctuations and the formation of aluminum bubbles.

Keywords: aluminum price, generalized sup ADF test, multiple bubbles, macroeconomic factors, supply security, profit regression, determinants.

JEL Classification: E31, E64.

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1. Introduction

The issue of stability and sustainability has gained significant attention in economic and financial conversations, primarily because of notable historical occurrences in recent decades, including the initial and subsequent conflicts in the Gulf, the worldwide financial crisis in 2008, the Russo-Ukrainian conflict, and the ongoing COVID-19 pandemic. Over the last few decades, it has become evident that specific instances of economic bubbles collapsing are often accompanied by crises, like the 1929 Great Depression and the 2008 mortgage crisis (Khan et al., 2021b). According to Stiglitz, the price bubble occurs when the value of an asset surpasses its fundamental worth (Stiglitz, 1990). Investors, in accordance with the theory of rational expectations, increase the present value of a commodity if they predict that it will be sold at a higher price than its projected future value (Yao & Li, 2021). According to reports, aluminum, which is a non-ferrous metal, has gained widespread acceptance and is considered

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(12) 论文: The three greens: Innovation, finance, and taxes-Performance analysis and future implications



The three greens: Innovation, finance, and taxes—Performance analysis and future implications

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ABSTRACT

Addressing climate challenges and achieving the Sustainable Development Goals (SDGs) necessitate a deep understanding of how green policies influence carbon emissions. Therefore, this study explores the impact of green finance, innovation, and taxes on carbon emissions in China, considering the role of renewable energy, growth, renewable energy, and energy productivity. Utilizing the method of moment quantile regression analysis, we find that green finance, taxes, and innovation significantly reduce carbon emissions in OECD countries. The impact of green finance and taxes exhibits an increasing trend, with higher coefficients at higher quantiles. Conversely, green innovation shows a decreasing trend, with higher coefficients at higher quantiles. The results also show that renewable energy and energy productivity significantly mitigate emissions. In contrast, economic growth correlates positively with CO₂ emissions. Our findings highlight the need for robust policies that invest in clean technologies, broaden green financial instruments, and enhance energy efficiency. In line with the framework established at COP26, we emphasize the pivotal role of both public and private funding in facilitating the transition to a low-carbon economy.

Introduction

Countries around the world, including those in the OECD, are facing the massive challenge of addressing climate change. Despite various international agreements and environmental initiatives, the problem continues to deteriorate as carbon emissions rise. Carbon emissions comprise roughly 70% of all greenhouse gases (Griegel & Peters, 2020), the leading contributor to global warming. This growing crisis is highlighted by the substantial financial cost of fossil fuel subsidies. In 2022, G-20 nations collectively spent \$1.2 trillion on fossil fuel subsidies, funds that could have been used for solar power. Fossil fuel support in 2021 also saw a sharp rise, reaching about \$400 billion, a 14% increase from 2017 (Cunningham & Gaudin, 2023; Taylor et al., 2023). As per BloombergNEF, among the largest contributors, Saudi Arabia spent \$2209 per capita, followed by Algeria, \$665, Russia, \$492, Australia at \$363, and France at \$344 per capita. The increase in fossil fuel expenditures highlights the persistent difficulties in addressing

climate change.

One of the most pressing challenges of recent years is climate change's harmful impact on humanity, primarily driven by carbon emissions (Crisis et al., 2023). It is imperative to address this challenge and implement measures to reduce CO₂ emissions to ensure future generations' welfare, as these changing weather patterns pose a significant risk to human survival (DPP, 2021; Zhao et al., 2022). The OECD economies are facing many obstacles in their efforts to address the increasing emissions, such as the balance between economic growth and environmental sustainability and the transition to cleaner energy sources. Numerous countries, such as the United States, the European Union (EU), the United Kingdom, and Japan, have outlined mitigation strategies and committed to achieving net-zero emissions by 2050. In the G-20 economies, a few countries have employed carbon pricing schemes over \$40 per metric ton, a threshold for reducing emissions (Crisis et al., 2023). Moreover, the effectiveness of carbon-pricing policies that account for 21% of global CO₂ emissions is restricted by their low prices

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(13) 论文：数字经济背景下模块化管理对流通企业创新的影响机制分析



(14) 论文：新商科背景下数智营销微专业建设路径研究



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The double-edged sword of workplace friendship: exploring when and how workplace friendship promotes versus inhibits voice behavior

Shuai Wang, Yuxin Liu, Zhuang Lou & Yun Chen

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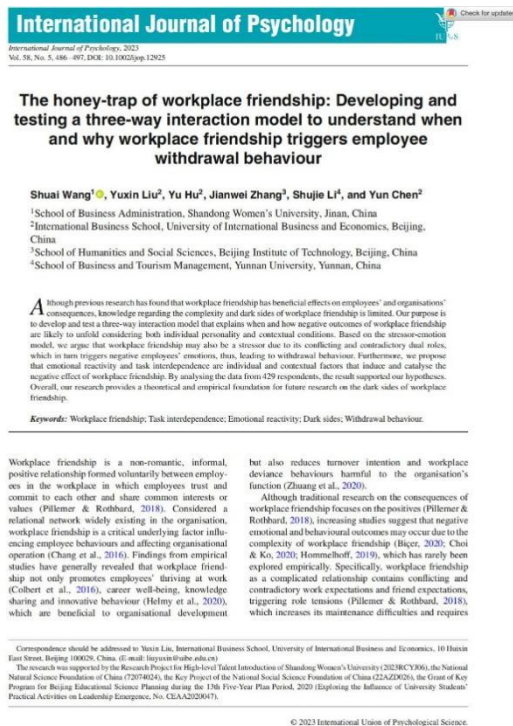
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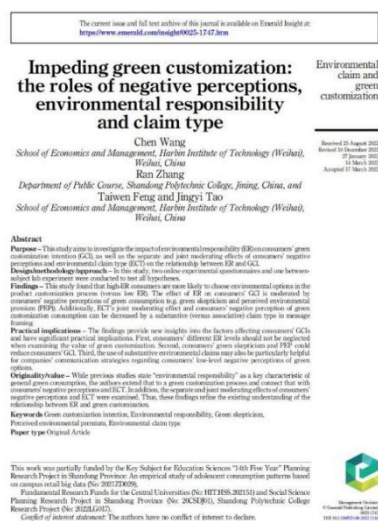
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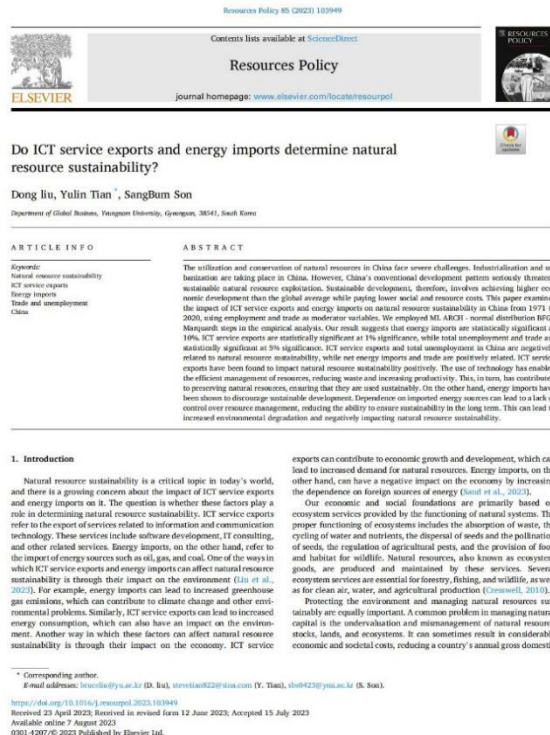
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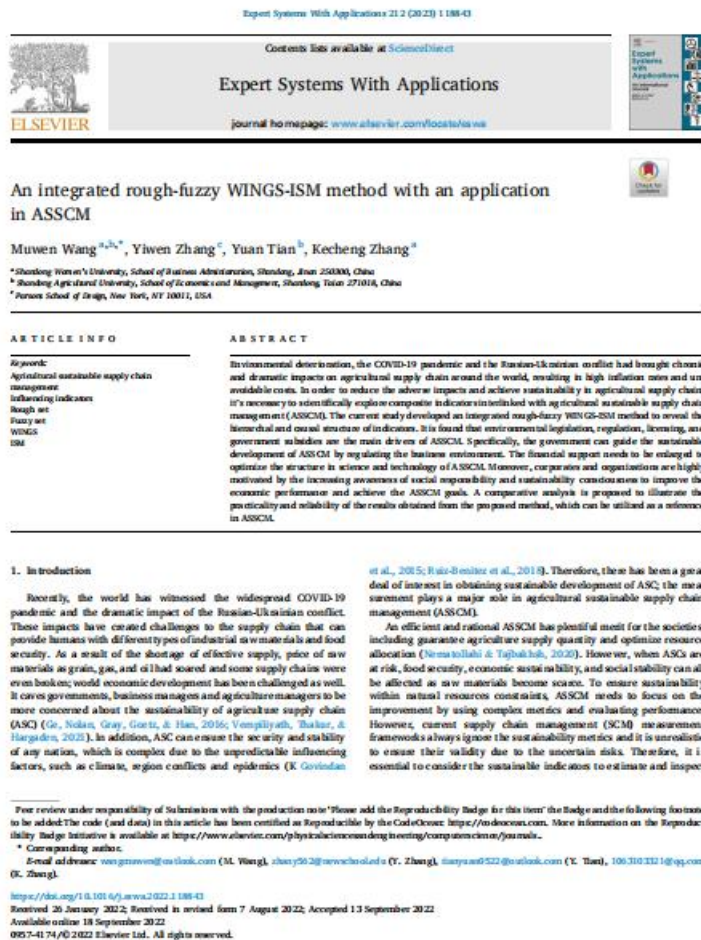
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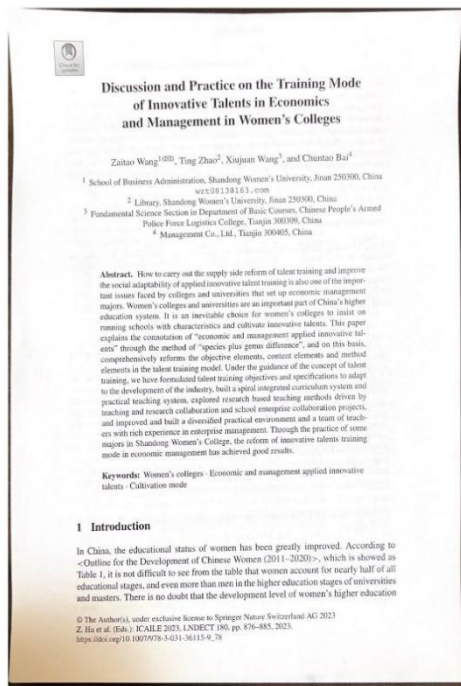
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A comparative study of different algorithms for optimizing the path of multi-point logistics distribution

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Abstract

Logistics delivery is an important part of online shopping services. Efficient delivery path planning can not only improve consumer experience but also greatly reduce costs. This paper studied the optimization of multi-point logistics distribution paths, calculated distribution paths by the ant colony algorithm and the genetic algorithm, performed simulation experiments on the two algorithms, and compared them with the traditional greedy algorithm. The results showed that the total transportation cost of the distribution path planned by the genetic algorithm was the highest, followed by the ant colony algorithm and the greedy algorithm, and the computation time of the ant colony algorithm was the longest, followed by the genetic algorithm and the greedy algorithm.

Keywords – path planning, ant colony algorithm, genetic algorithm, multi-point distribution

1. Introduction and background

1.1. Research background

As people's pursuit of high-quality life has improved, their consumption level also rises. The variety of goods has gradually increased, and the way of selling goods has also increased with the popularity of the Internet [1]. In addition to traditional offline sales, online sales using the Internet have also gained popularity because of its convenience. In the online sales mode, customers place orders through terminals and merchants deliver goods to customers through logistics companies according to the addresses provided by customers [2]. In this process, the distribution service of logistics companies is very important for both merchants and customers, and it is crucial for logistics companies to deliver goods efficiently and cost-effectively.

1.2. Related introduction

The basic process of logistics distribution is collection, transportation and distribution, where the transportation stage is transferring goods collected in the collection stage to another large area in a unified manner. Transportation usually has a fixed path (highway, etc.). The final distribution stage is delivering different goods from the distribution center to the scattered places of receipt in the large area [3]. The distribution stage in logistics is quite a critical step, but unlike the transportation stage, in the distribution stage, places of receipt are numerous and scattered, which increases the difficulty of distribution. Although this problem can be solved by increasing the number of distribution vehicles or setting up centralized places of receipt, the increase of distribution vehicles will increase logistics costs, and setting up centralized places of receipt is not

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(31) 论文: High-Reliability Business Management Strategy Analysis Based

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Research Article

High-Reliability Business Management Strategy Analysis Based on GPRS Wireless Communication

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Enterprise is an indispensable factor of production in the country's economic and social development, and the operation of the enterprise is facing serious threats. The purpose of this article is to study the method of establishing a reliable enterprise strategic management system based on GPRS wireless communication and neural network. Let the company continue to grow in a sustainable and healthy way. This article puts forward the importance of corporate strategic management under GPRS wireless communication. Strategic business management can improve the foresight and initiative of enterprises, overcome short-term behaviour, and provide a clear direction for the development of the enterprise. In the experimental data of this article, it can be seen from 2016 that the demand for talent management by enterprises is lower than that in 2019. By 2019, enterprises will have the demand as high as 85.3%, so enterprise management development needs should be taken seriously. The error between the actual output of the network and the expected output is controlled within 5%, which shows that the established neural network has a good evaluation effect and can be used to evaluate the talents of business operators. This also shows that the established BP neural network can fully absorb the judgment experience of experts and the actual employment of enterprises. The results show that the evaluation results obtained according to the evaluation network model have certain guiding significance for the selection and assessment of employers and the self-evaluation of management talents.

1. Introduction

While adapting to mobile Internet life, the requirements for the transmission quality and transmission speed of the wireless communication system are also increasing. From the wired network to the wireless network, the difference is not only the physical connection method but also changes the way people use the network and behavior habits. The era of a phone line or a network cable has gradually passed, and wireless Internet access anytime, anywhere has become an inevitable trend. The essence of openness is to optimize the allocation of corporate resources and ultimately achieve the functional activities of the organization's goals. The ultimate goal of operation is to maximize the benefits of the enterprise. The development of an enterprise depends on effective operation, and the realization of operation depends on excellent operation to realize the added value of the

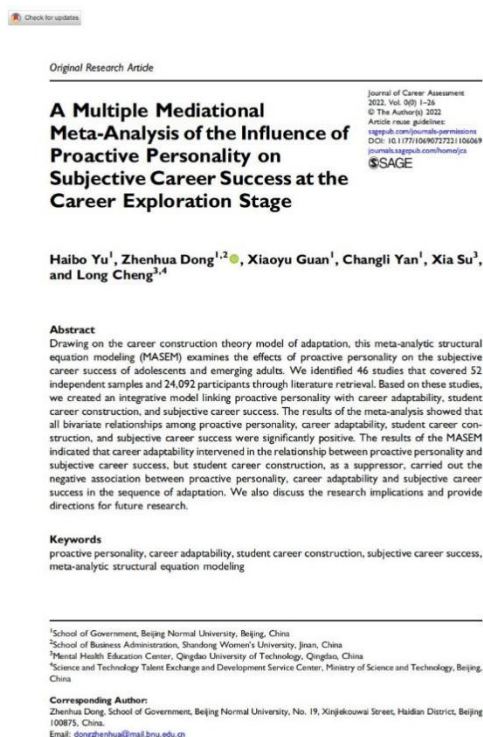
enterprise. Therefore, it is more important to study the construction method of the enterprise management talent evaluation system according to the actual situation of the enterprise. This article's research on the evaluation of corporate management talents will optimize the current talent evaluation methods and evaluation processes and balance the impact of expert experience and corporate employment tendencies on the results of talent evaluation. Achieve consistent talent evaluation results based on actual business conditions.

By strengthening the management of the development strategy, it will help companies establish a more scientific and appropriate development strategy plan to ensure the development of the company. Especially with regard to risk countermeasures capabilities, companies still have big shortcomings. Therefore, the group's risk management system should be based on a strategic development plan to track

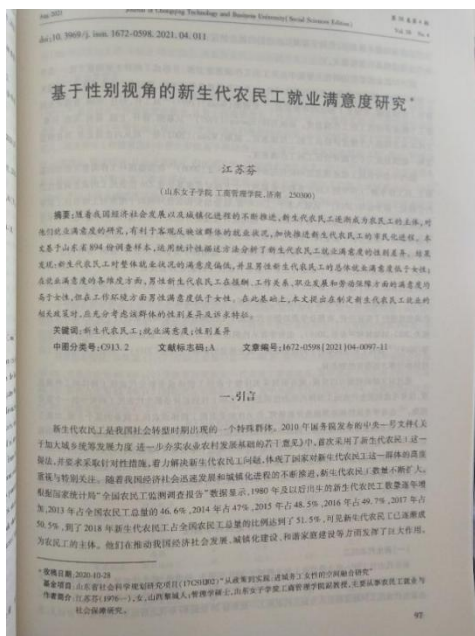
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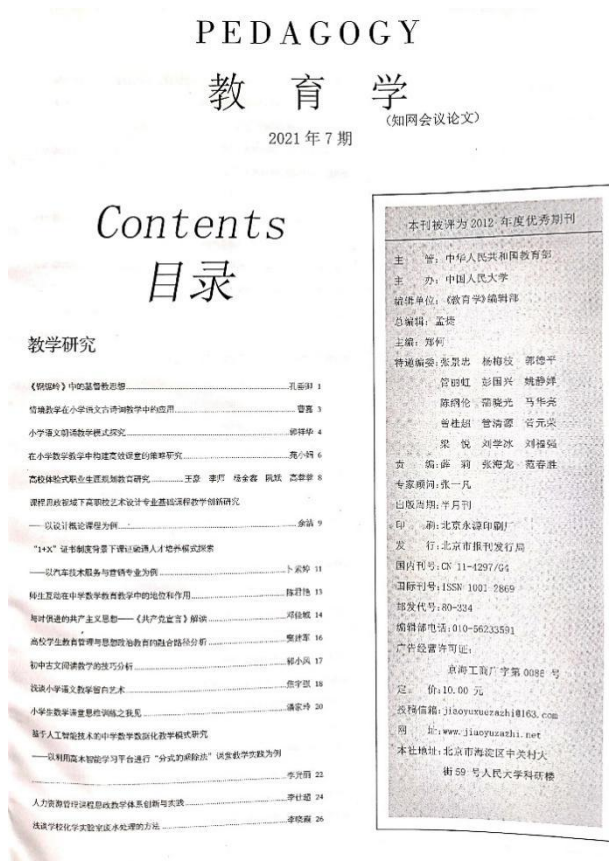
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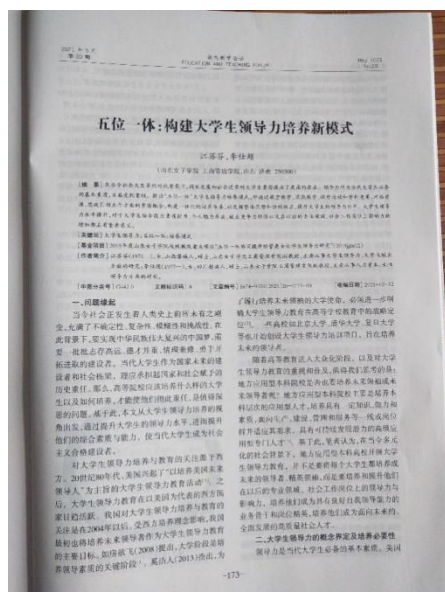
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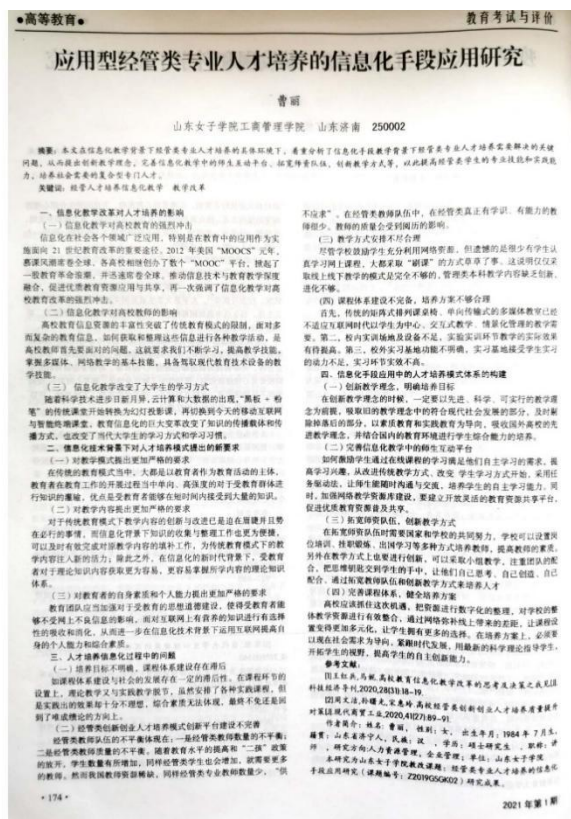
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(40) 论文：Business Service Network Node Optimization and Resource Integration Based on the Construction of Logistics Information Systems

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ORIGINAL ARTICLE

Business service network node optimization and resource integration based on the construction of logistics information systems

Chao Yin¹ · Mingguo Zhang¹ · Yihua Zhang² · Wenbing Wu³

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Abstract
With the rapid development of rural retail enterprises, China's chain retail enterprises attach increasing importance to integration management of the supermarket and the production base, but business logistics service network need to improve the way of integration optimization. How to integrate nodes between supermarket and commercial logistics distribution centre and production base is of great significance to the development of China's commercial enterprises. In this paper, the author only selected the nodes of logistics distribution centre, supermarket chains, production base and other commercial service network for simple optimization analysis. When analysing the logistics distribution centre of retail supermarket, the paper studies the location selection modelling. When analysing the distribution routes from the production and planting base to the distribution centre, the paper studies the optimization of transportation routes according to TSP model. In the study of how to optimize the nodes of business outlets from distribution centre to supermarket stores, VRP model was adopted to analyse the paper. The supply chain process of commercial service network can be optimized by the construction of logistics information systems, information management of processing and distribution, and distribution route. Based on the relationship between commercial logistics operation cost and inventory, this paper proposes the establishment of inventory management decision support system. Through the rapid exchange of information between the distribution centre and the store, the inventory safety of the store can be guaranteed, while the product stock of the store can be reduced as much as possible, thus reducing the total cost of the operation of the supermarket. Through such nodes integrated optimization analysis, can achieve the intensive development of business logistics service network.

Keywords Integrated node · Business logistics network · Optimization of distribution routes · VRP problem · Logistics information systems

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(41) 论文：社交媒体对女大学生素质教育的影响及对策研究

基于疫情下网络教学为背景的教学模式探索 ——以西班牙语精读课程为例

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摘 要:疫情期间,全国教育行业实行“停课不停学”线上授课的方式,在全民居家隔离期间,确保学生有条不紊地进行课程学习是当前所有教师为之努力的重要工作。西班牙语精读课程是高校西班牙语专业中最重要的专业基础课,基础阶段每周8课时。在传统教学的基础上,不针对“在线教学”模式的教学设计,既解决了教学资源受限问题,又能充分利用网络课堂时间,是近年来高校教学新模式之一。本文以西班牙语精读课程为例,探讨疫情下网络教学的模式,并基于此提出合理的针对性建议。

关键词:网络教学;西班牙语精读;教学模式

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面对突发疫情,“网络授课”成为唯一能避免人员聚集又能保证继续学习的方法。基于这样的特殊背景,各大会议(网络直播课程)软件如钉钉(主要为中小学使用)、QQ语音、腾讯会议、企业微信、瞩目等,教育部推荐20多个课程平台,如雨课堂(智慧树平台)、超星学习通、外研社随身学、喜鹊等;录播工具如EV录屏等逐步进入人们的视野。为实现网络教学提供了技术支持。高校教师根据自身所授课程并结合学生的情况,选择适合的方式(直播、录播、混合式)及授课途径(课程平台、会议软件等),并根据实际教学效果,不断调整教学方式,制定相应的评价体系,确保课程教学顺利进行。本文以西班牙语精读课程为例,以本校西班牙语专业学生为研究对象,对几个月以来的线上授课情况进行分析和总结。

一、授课模式及教学途径的选择

基础西班牙语精读是每周课时的西班牙语专业基础必修课程,线上教学开始前,教研团队采用“问卷

星”(网页或者微信小程序都可以使用)制作针对本校西班牙语专业学生的问卷调查,全面调研学生对网络授课的态度、意愿、意见及建议。在“程序”自动生成调研数据后发现,超过70%的学生选择录播形式,约20%的学生选择直播,约10%的学生选择“两者都可”。其中大部分学生支持录播形式的原因是录播视频可以反复观看,不受时间的限制。希望采用的授课软件平时使用较多,较为熟悉的,如QQ语音、腾讯会议、瞩目、雨课堂、喜鹊等。基于调研数据,网络授课的第一个月,采取“6+2”模式,即6个课时内容为录播课,2个课时为直播形式,录播软件使用EV录屏,为录播软件,配合视频剪辑软件(软件)进行剪辑,录制完成的视频为MP4格式,大小不超过100MB,上传至教学平台,学生可随时在线观看并下载。在教学平台的选择上,课程授课教师分别选择“QQ群”、超星平台”和“QQ群+智慧树平台”作为录播视频上传载体。除QQ群为工作常用交流群外,教师选择的喜鹊

思政工作者不但要有收集、整理、分析、传播数据信息的能力,同时还要有对数据的管理和应用能力。当前,大学生思政教育的数据处理人才匮乏,对此应引起相关专业的重视,利用专业人才对现有人才队伍开展专门的培训,打造一支既有专业知识能力,又有大数据思维和数据分析能力的人才队伍,构建一套完善的高校思政教育体系,便于日后工作的开展。

教 师 队 伍

大数据时代带来了一次重大的时代转型,^[1]“信息资源日益成为重要的生产要素和社会财富,信息掌握的多寡成为国家竞争力和竞争力的重要标志”。^[4]大数据改变了我们对世界的认知方式,为高校思政教育工作者提供了许多“新要素”。我们可以利用数据手段,对大学生的数据足迹进行挖掘、分析、整理及预测,从而更好地提升大学生思政教育的实效性、人文性和科学性。因此,思政教育工作者必须把握机遇,顺势而为,充分认识大数据给大学生思政教育带来的新机遇和各方面的挑战,不断提升

分析、整合、处理数据的能力,切实保证我国高校思政教育工作的健康、创新发展。

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扫描全能王 创建

(44) 论文: Research on the Influence of Online Word-of-Mouth on Consumers' Purchase Behavior

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Research on the Influence of Online Word-of-Mouth on Consumers' Purchase Behavior

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Abstract: With the popularization of Internet, the influence of network communication is more and more great. Consumer behavior is increasingly dependent on social networks. Consumers will pay attention to online word-of-mouth information when they purchase a product or service, and will be more likely to purchase a product or service when they receive positive online word-of-mouth information. Therefore, it is of great significance to understand how online word-of-mouth affects consumers' purchase behavior, to conduct word-of-mouth marketing research, to increase product sales and market share. The research of this paper can not only expand the research field of online word-of-mouth, but also provide help for enterprises to use online word-of-mouth marketing.

Keywords: Online word of mouth, Consumer, Purchase Behavior.

1. Introduction

At present, more and more consumer behaviors get the product and service information they need through the Internet. While they are shopping, they publish comments on shopping experience, product quality, business service, and so on. With the popularity of Internet, consumers are more and more likely to use the information of related products on the Internet before purchasing and publishing the shopping and use experience on the Internet after purchase, which leads to the birth of online word-of-mouth marketing mode. With the popularity of online word-of-mouth, how online word-of-mouth affects consumer purchase behavior, how enterprises use online word-of-mouth to promote product sales, build product brand, optimize corporate image and cultivate loyal customers, has become a hot topic in marketing research.

2. Definition and Characteristics of Online Word of Mouth

Word of mouth refers to the information about the evaluation of products and services obtained by consumers. Word of mouth communication is the main form of non-commercial personal communication between consumers about their perceived brands, products or services. Huang (2005) defined internet word-of-mouth as "with the maturity of Internet technology, people can release their product use experience to community, form word-of-mouth. Huang et al. (2004) believed that consumers would transmit their ideas and opinions on using a product or service to others through the Internet. Huang (2005) found that online word-of-mouth is to use the Internet to connect consumers from all over the world, and to connect to consumers.

Online word-of-mouth has significant new characteristics. First of all, information dissemination is fast. Because internet word-of-mouth is to use the Internet, consumers can release their experience and product information experience at any time and in any place and can easily spread word-of-mouth.

information. Secondly, it crosses the boundary between space and time. The characteristics of network and network communication can greatly speed up the promotion of business, expand the range of corporate publicity, and use low-cost global marketing activities, greatly reducing the risk of consumers buying false goods. Finally, instead of face-to-face communication, consumers can communicate with each other in various ways, including text, video, pictures, etc.

3. The Influence of Online Word of Mouth on Consumer Behavior

3.1 The influence of the number of online word-of-mouth on consumers' purchase intention

In the process of studying online word-of-mouth communication, the number of online word-of-mouth will affect consumers' purchase behavior. For example, Zou and Wang (2014) pointed out that the number of online word-of-mouth has a significant impact on consumers' purchase intention and proposed that the number of online word-of-mouth has a greater impact on consumers' purchase intention than the quality of online word-of-mouth. Researcher consumers tend to choose more products when they make purchase decisions. Wang and Lin (2017) not only put forward that the quality of online word-of-mouth is the main factor that affects consumers' purchase intention, but also put forward that the number of online word-of-mouth has the greatest positive impact on consumers' purchase intention through empirical analysis.

3.2 The influence of online word-of-mouth content on consumers' purchase behavior

According to Ye and Lin (2016), the main determining factor of consumers' purchase intention is the content of online word-of-mouth, which includes the reliability and integrity. The content characteristics of online word-of-mouth have a greater impact on consumers' purchase intention, and the reliability and integrity of online word-of-mouth have a more obvious impact on consumers' purchase intention than reliability. In addition, Yu and Zhang

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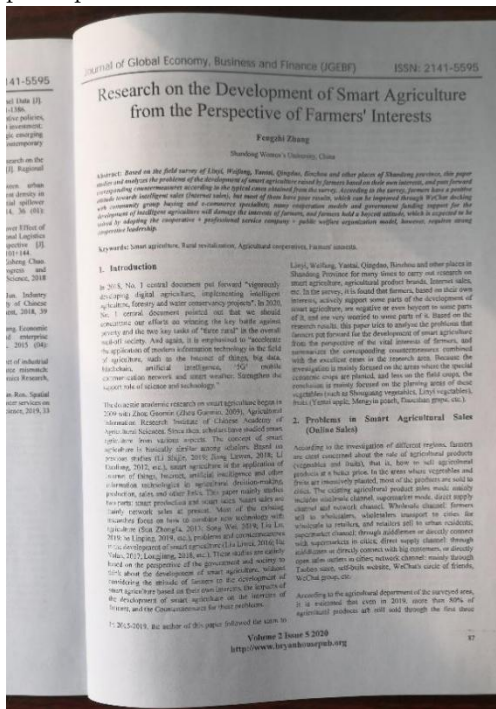
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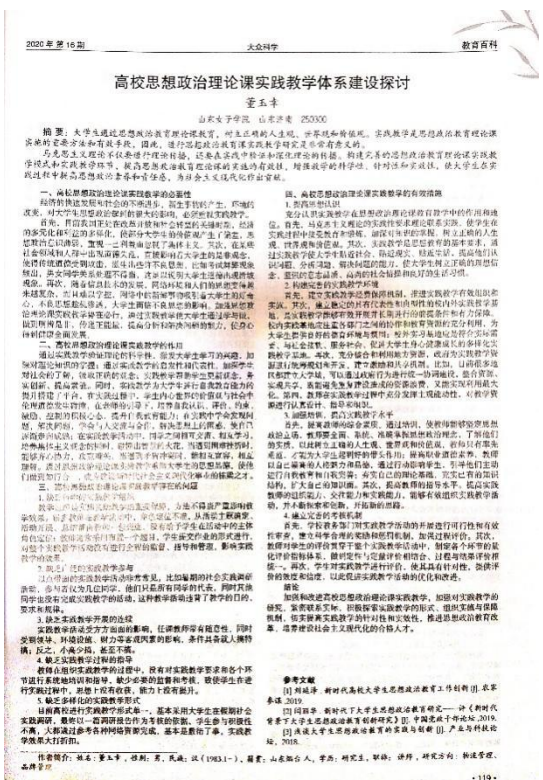
(45) 论文: 新基建让农村物流“跑”出加速度



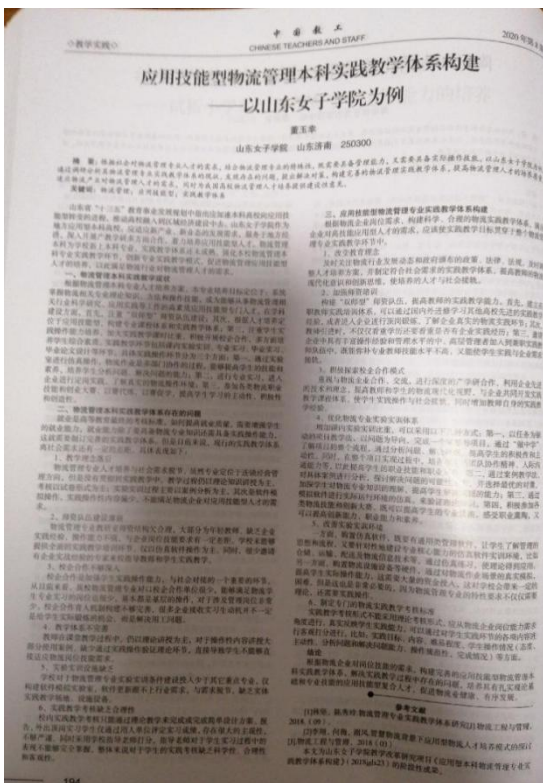
(46) 论文：Research on the development of smart agriculture from the perspective of farmers’ interests



(47) 论文：高校思想政治理论课实践教学体系建设探讨



(48) 论文：应用技能型物流管理本科实践教学体系构建-以山东女子学院为例



(49) 论文：农产品电商咋走高质量发展道路



农产品电商咋走高质量发展道路

邵爱华

【摘要】从依靠人力、经验的传统农业，转向凭借高度机械化和信息化的现代农业，是做大做强现代农业的必然选择。从强调增产到强调效益，农业转型的动力也从人力、机械等转向大数据技术等多元投入。应用大数据技术引领农产品电商发展，不仅能够引导农产品电商的产销精准对接、节约农产品电商的营销开支，也能够进一步提升电商平台中的农产品质量。

【关键词】大数据 农产品 电子商务 【中图分类号】F32 【文献标识码】A

2019年中央一号文件指出：“推进重要农产品全产业链大数据建设，加强国家数字农业农村系统建设。继续开展电子商务进农村综合示范，实施‘互联网+’农产品出村进城工程。”可见，大数据与电子商务已成为促进“三农”发展的重要工具。实现大数据与农产品电商的结合，以大数据助推农产品电商高质量发展，无疑是贯彻落实党中央与国务院相关决策部署的重要途径。

大数据技术对于农产品电商发展具有重要作用

应用大数据技术，能够引导农产品电商的产销精准对接。在传统农产品电商发展过程中，经营者难以及时有效地把握市场需求信息，农产品销售渠道滞销，这势必会导致农业生产资源的浪费。而应用大数据技术，能够帮助农产品电商经营者及时了解市场需求，跟踪市场变化，促进农产品产销有效对接。同时，应用大数据技术，还能够帮助农产品电商经营者计算出时间、温度、季节等因素对消费者购买行为的影响，从而为订货、配送提供依据。

应用大数据技术，能够节约农产品电商的营销开支。在传统营销模式中，农产品电商经营者往往选择扩大覆盖面，增加投放频次等方式提高营销效率，这无疑将导致营销成本居高不下。而应用大数据技术，能够帮助农产品电商经营者对广告与客户进行区分，从而明确广告的投放渠道，提升广告投放的针对性、准确性，并为广告投放路径的优化提供指导，有助于节约营销开支。同时，应用大数据技术，还能够帮助农产品电商经营者及时了解消费者需求最为旺盛的时间节点，从而在这一关键时间与最高广告投放力度，相较于持续无

差异的广告投入，这种营销方式势必成本更低，效果更佳。

应用大数据技术，能够进一步确保电商平台中的农产品质量。传统农产品流通渠道复杂，层级烦琐，且监督工作的透明度较低，农产品质量安全事件时有发生，对农产品电商经营者造成巨大经济损失。而应用大数据技术，能够更有效地对产地、气候、生长周期、农药化肥使用情况，以及包装、运输、仓储等各种可能影响农产品质量的信息进行追溯与分析，跟踪农产品从产地到电商消费者的全过程，从而保障电商平台中的农产品质量。

大数据技术与农产品电商融合发展

推进基础设施建设，加强数据保障力度。要实现大数据技术与农产品电商的结合，还需从推进基础设施建设，加强数据保障力度等方面入手，完善外部保障。第一，推进基础设施建设。各地方政府应加大对网络基础设施建设的财政投入力度，提升农村地区的网络覆盖率，为农民、乡镇企业发展农产品电子商务提供条件。各地方政府应发挥主导作用，引导农业协会、农业龙头企业及其他社会组织构建内容丰富、专业性强的农业信息数据库，将农产品市场信息库、农业科技信息库以及农业资源信息库中的信息嵌入该数据库，并根据市场变化与农业发展逐步扩充数据库容量，服务农民、乡镇企业等主体，满足其个性化需求。第二，加强数据保障力度。各地方政府需结合地方实际制定出台推进农业大数据公开、保护等方面的规章制度，提升农业数据采集、存储、运用、共享等工作的规范性，在风险可控的基础上实现农业数据资源互联互通。健全农业大数据法律规范体系，平衡

二孩生育意愿及其影响因素 研究综述：2013—2019

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摘要:“全面二孩”政策实施后的二孩生育问题,关系到我国未来的人口结构以及整个社会的可持续发展,已经引起了社会各界的广泛关注。对中国知网(CNKI)2013—2019年发表在CSSCI上的关于二孩生育意愿及其影响因素的文献进行总结回顾,分析现有研究成果取得的成就,指出现有研究存在的不足,并探索性地提出未来的研究方向,以期对二孩生育意愿的进一步研究提供参考。

关键词:二孩生育意愿;影响因素;研究综述

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为促进人口均衡发展,我国于2013年底开始实施“单独二孩”生育政策,2016年1月1日正式实施“全面二孩”生育政策。短短两年内,生育政策的接连调整表明国家的生育政策开始从30多年来严格控制人口增长、稳定低生育率水平的方向,朝着提高人口生育率水平、调整人口总体结构的方向转变。这是政府根据我国当前人口以及经济社会发展情况作出的重大决策,这一决策直接影响每个家庭的生育决策以及生育行为,进而影响整个国家的生育水平和人口结构。据国家统计局相关数据显示,全面二孩政策实施以来,新出生人口中二孩及以上出生人数和比重明显高于一孩,但仍未达到提高生育率水平的政策预期效果,离2.1的更替水平还有相当的距离。正是在这种背景下,育龄人群的二孩生育意愿及其生育行为很快成为学术界和政府相关部门关注的焦点。为什么不生育?影响因素有哪些?通过对这些问题的深入分析,并在此基础上提出有针对性的促进二孩生育的对策和建议,就显得尤为迫切和重要。

本文通过对中国知网(CNKI)2013—2019年发表在CSSCI上的关于二孩生育意愿及影响因素的文献进行梳理,总结影响二孩生育意愿的因素,并分析现有研究的不足,尝试性地提出未来的研究方向。

1 对现有文献研究的梳理

本文以中文数据库中国知网作为数据库平台,以“二孩生育意愿”并含“影响因素”为检索词进行检索,时间跨度为2013—2019年,检索时间为2019年4月,期刊为CSSCI来源期刊。共检索到39篇文献,删除其中与主题关系不密切的文献后,有研究价值的文献共31篇。采用文献计量法和内容分析法对这31篇文献进行深入分析,以期对现有研究现状作一个全面清晰的梳理,为进一步研究提供依据。

1.1 文献计量数据统计分析

本文从年度发表论文数、期刊分布、基金情况、作者情况四个方面进行描述性统计分析,总结所发表的二孩生育意愿及其影响因素文献的基本情况。

1.1.1 年度发表论文数

伴随2013年单独二孩政策到2016年全面二孩政策的全面实施,二孩生育问题逐渐成为政府、社会、学术界关注的热点,发表的论文数量从2016年开始逐年大幅度增加,这说明相比单独二孩政策,大家更加关注全面二孩政策下育龄群体的生育意愿及生育行为。鉴于“全面二孩”生育政策“遇冷”,二孩生育积极性不高的客观现实,社会各界对该问题的关注度将进一步持续,发表的论文数量将持续增加。由于在2019年初对知网的文献进行统计,有些论文还没有被知网收录,故统计时2019年的论文数量为0。

表1 各变量模糊隶属度表

年份	2013	2014	2015	2016	2017	2018	2019	合计
论文数(篇)	1	1	1	5	11	12	0	31
占比(%)	3.23	3.23	3.23	16.13	35.48	38.70	0	100

1.1.2 期刊分布情况

31篇文献共发表在20种期刊上,其中《西北人口》发表5篇,《南方人口》发表4篇,《人口与发展》发表4篇,《人口研究》发表2篇,其它刊物如《调研世界》《人口研究》《人口学刊》《北京社会科学》《科学决策》等均发表1篇。这些刊物均是社会学、人口学领域的顶级核心期刊,说明对该问题研究的重视程度。

1.1.3 基金支持情况

31篇文献中,仅3篇没有基金支持,占比9.68%,余下28篇全部有基金支持,占比90.32%。有一项基金支持的14篇,二项基金支持的9篇,三项基金支持的2篇,四项基金支持的3篇。从基金来源看,国家级基金支持项目14篇,占了一半,教育部基金支持项目3

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(51) 论文:孤独感对消费者购买决策的影响——基于情感与理性决策模式的研究

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孤独感对消费者购买决策的影响

——基于情感与理性决策模式的研究

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摘要: 通过3个实验研究孤独感对消费者决策模式以及相应诉求产品偏好的影响。结果发现:孤独感对个体的理性诉求产品偏好具有显著的正向影响,孤独的个体更加偏好理性诉求产品而非情感诉求产品;孤独感和决策模式的匹配影响个体的最高支付意愿,孤独感较高的个体采用理性决策模式时相比采用情感决策模式具有更高的支付意愿;自我肯定调节孤独感对产品偏好的影响;感知控制缺失发挥中介作用。

关键词: 孤独感; 决策模式; 感知控制缺失; 自我肯定

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The Impact of Loneliness on Consumers Purchase Decision Making

——Based on the Emotional and Rational Decision-Making Model

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Abstract: This paper explores the influence of loneliness on consumers' decision-making models and product preferences. Results show that loneliness has a significant positive impact on individual's preference for rational appeal product. Lonely individuals prefer rational appeal product to emotional appeal product. The matching of loneliness and decision-making model affects the individual's highest willingness to pay. Individuals with strong loneliness have higher willingness to pay when they adopt rational decision-making model than emotional decision-making mode. Self-affirmation moderates the influence of loneliness on product preference. Meanwhile, the perceived loss of control plays a mediating role.

Key words: loneliness; decision-making model; perceived loss of control; self-affirmation

引言

社会老龄化速度加快,越来越多的老年人离岗、失去朋友或者配偶,容易产生孤独感。大学生面临日益复杂的校园以及社会环境,在建立良好人际关系方面存在诸多障碍,因此孤独感在大学生中的表现尤为常见和强烈^[1]。此外,受组织规模、地位和气氛的影响,孤独感也成为职场上的常见现象^[2]。这些反映出孤独感存在于越来越多的社会群体中,即使互联网技术的迅猛发展拉近了彼此的空间距离,却也没能阻止越来越多的人在心理上感到孤独^[3]。

孤独感是由于个体社会关系网络某种程度上的缺失导致的一种不愉快的心理状态^[4]。在消费行为领域,已有研究发现孤独感会影响个体的不确定性消费偏好^[5],引发强烈的怀旧消费偏好^[6]以及对拟人产品的偏好^[7],还会影响消费者对广告信息或环境刺激的反应^[8]。尽管这些

研究从不同方面探讨了孤独个体的消费行为特征,但仍缺乏从决策模式角度分析其消费行为。消费者决策模式分为理性与情感两类。已有学者对影响决策模式的因素进行了探讨,比如自我建构会对消费者决策模式产生影响,独立型自我建构个体更倾向于采用情感决策模式^[9],再比如自我关注度也会影响个体的决策模式,个体自我关注度的提高会促进他们在决策时对情感的依赖性^[10]。

本文认为孤独感不同的个体其决策模式也会存在差异。孤独会使个体更加渴望社会关系^[11],具有更强烈的归属感需求,因此,孤独个体更在意他人评价。当个体在意他人看法时,会更加注重自身决策的合理性,决策会更加慎重,偏向于理性决策^[12]。由此推测,孤独感影响个体的消费决策模式,孤独感越高的个体越倾向于理性决策。

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