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Research on the Path of Organizational Culture Construction of State-owned Enterprises in the New Era

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Abstract: In the context of China's new era and new journey, the integration of party construction and organizational culture construction can promote the improvement of the management level of state-owned enterprises and enhance the core competitiveness of state-owned enterprises. Combined with the current reality of Chinese state-owned enterprises, this paper summarizes in depth the necessity of the integration and development of party building and organizational culture in state-owned enterprises through the qualitative analysis of existing literature and cases, and puts forward specific countermeasures and suggestions for the integration of organizational culture construction and party building work in state-owned enterprises. In order to broaden the theoretical boundaries for the study of party building and organizational culture construction, and to provide practical ideas for the management innovation of state-owned enterprises in China.

Keywords: new era; state-owned enterprises; organizational culture; party building; organizational culture construction

1. INTRODUCTION

Research on organizational culture in China started late, and more studies have focused on the effects produced by organizational culture. Corporate culture is related to business results, including operational efficiency, risk-taking, surplus management, executive compensation design, company value, etc. Enterprises with good corporate culture also assume more social responsibility[1]. The four aspects of corporate culture, including spiritual culture, institutional culture, behavioral culture, and material culture, can influence and promote each other, and ultimately determine the improvement of corporate competitiveness[2]. In addition, some scholars have begun to study the participation of the party committee in corporate governance, the participation of the party committee of state-owned enterprises in corporate governance helps optimize the structure of innovation resources input in state-owned enterprises, improve innovation performance[3], not only reduce the absolute remuneration of the company's senior executives, but also inhibit the behavior of senior executives to seize excessive remuneration, reduce the pay gap between senior executives and ordinary

employees[4], in addition, through the influence of the board of directors' dissent to play a role in improving corporate performance[5]. Strengthening the party building work of state-owned enterprises can significantly improve the level of corporate governance, and at the same time, it has a significant role in promoting the preservation and appreciation of the value of state-owned assets, as well as positively promoting the fulfillment of the social responsibility of state-owned enterprises[6]. Looking at the current status of research in related fields, the research theme mainly focuses on exploring the effect of party building in SOEs embedded in corporate governance and the impact of organizational culture on performance[7-9], while the existing research conclusions have not yet reached a consensus on how to achieve the integration and development of party building and organizational culture construction.

In the strategic decision-making process of firms, both institutions and culture function as external constraints and enablers, and when explaining differences in corporate behavior, explanations based on the integrated interactive effects of culture and institutions are more convincing[10]. Therefore, synthesizing institutions and culture and cultivating an organizational culture that incorporates elements of party building have become the direction of deepening reforms in state-owned enterprises (SOEs). This paper aims to enrich and develop the path of corporate culture construction integrating Party building elements in Chinese SOEs in a theoretically prospective way through in-depth qualitative analysis of existing literature and cases, and at the same time provide practical ideas for the innovative development of Chinese corporate management.

2. THE NECESSITY OF THE INTEGRATION AND DEVELOPMENT OF PARTY BUILDING AND ORGANIZATIONAL CULTURE CONSTRUCTION OF STATE-OWNED ENTERPRISES IN THE NEW ERA

Party building and organizational culture both influence the working atmosphere of the staff and the general environment of the enterprise in the accumulation of time, which is often related to the long-term interests of state-owned enterprises. Party building and cultural construction in the daily management of enterprises complement each other,

complement each other, realize management innovation, which is of great significance for state-owned enterprises to achieve high-quality development. In the new era, the integration and development of party building and organizational culture is a need for SOEs to improve their organizational and cultural management and strengthen their leadership.

(1) The need to raise the cultural standing of state-owned enterprises organizations

Strengthening the political attributes of the organizational culture construction of state-owned enterprises and improving the standing of cultural construction work requires the penetration of party building work. Organizational culture mainly works on the common and potential ideology of the staff, which gradually affects the thinking and action habits of the whole enterprise, and these characteristics make the organizational culture inherently with a certain flexible color. The political attributes of party building work are much greater than the economic attributes, so when the party building into the cultural construction of state-owned enterprises, it will be for the flexible cultural constraints injected into the hard management of the party organization, which can greatly improve the political position of the state-owned enterprise organizational culture construction in the whole organization, and ultimately make the importance of the construction of state-owned enterprise organizational culture in the majority of employees to reach a firm consensus.

(2) The need to strengthen the leadership of cultural construction of state-owned enterprises

To grasp the general direction of the organizational culture construction of state-owned enterprises, to further control the development of the overall situation, and ultimately to ensure the implementation of the party organization needs strong leadership. According to Shain, the construction and management of organizational culture needs to be closely linked with the leaders[11], and it takes a long time for the culture of state-owned enterprises to emerge, develop stably and finally be consolidated and implemented. For this reason, leaders need to have a systematic planning and a correct overall direction, as well as long-term and continuous cultivation and promotion of the culture. Party building is a very good "baton", its work content contains the party's policies and regulations and so on can greatly correct the overall direction of the development of state-owned enterprise organizational culture, for the development of state-owned enterprise organizational culture to provide strong party leadership, but also for the construction of state-owned enterprise organizational culture to give a more solemn Chinese color.

3. INNOVATION IN THE PATH OF ORGANIZATIONAL CULTURE CONSTRUCTION OF STATE-OWNED ENTERPRISES LED BY PARTY BUILDING

Based on the important feature that organizational culture has multi-dimensionality[12], leading the innovation of the path of organizational culture construction of state-owned enterprises with the help of party building work requires an all-round integration of the structure and content of the organizational culture of state-owned enterprises with the party building work in depth.

(1) Organizational culture structure infused with party building colors

(1.1) Spiritual layer

This level is the core and main part of the organizational culture, which is the common and potential ideology of the staff gradually precipitated and accumulated under long-term advocacy and cultivation, and plays a normative and guiding role for other structural levels of the organizational culture[13]. All business management behaviors and the implementation of management decisions within state-owned enterprises need to fully consider important factors such as the party's line and policy, national laws and regulations, social ethics and morality, as well as the business performance of the enterprise, and the formation of organizational culture is no exception. In order to integrate the color of Party building into the spiritual level of organizational culture, it is necessary to strengthen the connection between the concepts of Party building and organizational culture of SOEs, i.e., in the process of refining the cultural concepts, insist on following the guidance of the Party's ideology and spirit, and strictly follow the basic principles of the Party's governance of the enterprise. Secondly, in the process of forming the organizational culture concept, it needs the active participation and cooperation of the major party branches of state-owned enterprises, and a series of special thematic seminars are carried out for the refinement of the organizational culture concept, in which not only the managers responsible for the construction of the organizational culture and ordinary employees are included, but also the majority of party cadres are fully engaged in the process, and they play a strong role of leadership and example. Finally, the first draft of the organizational culture concept should not only be reviewed and approved by the general manager meeting of the state-owned enterprise, but also reviewed again by the party committee of the state-owned enterprise. Let the leading power of the party organization in the formation of the whole process of the organizational culture of the state-owned enterprises to give full play to the party members and cadres and the general public to form a high degree of consensus on the concept of culture, so that the power of the party organization from the very beginning of the

construction of the organizational culture of the state-owned enterprises to set the direction of the overall situation, to ensure the implementation.

(1.2) Institutional layer

This level is the transition level between the core layer and the manifestation layer of the organizational culture, which helps enterprises to gradually transform the virtual cultural concepts into physical cultural carriers, which is concentrated in the rules and regulations of an enterprise with its own cultural characteristics, the code of conduct of the employees and the code of ethics[13]. The final landing of the organizational culture must have a scientific and clear evaluation system as a guarantee, in the practice of enterprise management, the evaluation of the organizational culture of the construction of the work of the means are often towards formalism. Therefore, in the construction of organizational culture in state-owned enterprises, it is imperative to make the party building system and the institutional layer of organizational culture for organic combination, the formation of the two mutually coordinated and complementary system system, which will ensure that the management system in the whole process of cultural construction of state-owned enterprises can be strictly implemented. The in-depth integration of the party building system and the institutional layer of the organizational culture of the state-owned enterprise is conducive to the formation of a set of standards of employee behavior guided by the concept of the organizational culture of the state-owned enterprise, and on the basis of strict party discipline, the organizational culture of the state-owned enterprise will shape the behavior of the majority of the party members and employees in a good way.

(1.3) Physical layer

This level is the most intuitive and easy to perceive part of organizational culture, which contains all kinds of external manifestations that reflect the characteristic culture of the enterprise as well as the physical cultural facilities and equipment of the enterprise[13]^[13]. In the process of organizational culture construction of state-owned enterprises, through the integration and development of party building and organizational culture construction of state-owned enterprises, to a certain extent, it can realize the sharing of resources, organizational co-association, team co-management and position co-construction, and reduce a lot of burdens for the state-owned enterprises in the construction of the cultural material layer. Can be fully combined with the unique cultural concept of state-owned enterprises to build state-owned enterprise party building culture position, and in accordance with local conditions on the basis of full consideration of the practicality of position construction, that is, with the help of state-owned organization cultural characteristics and state-owned enterprise central business characteristics

in advance to do position positioning, combined with party building and cultural construction activities, cultural learning and party experience way to build relevant functional facilities, in the state-owned organization cultural propaganda Hand in hand with the party organization power to broaden the propaganda channel, internally to strengthen the culture of the exemplary standard-bearer of the deeds of the publicity, and externally to make full use of the modern new media platform to establish a unique cultural image of state-owned enterprises. In this way, the cultural concept of state-owned enterprises can be fully manifested with the help of a broader platform.

(2) State-owned enterprises' organizational culture construction against party building work

Party construction is a series of self-improvement, self-purification, self-innovation and self-improvement activities carried out by the party organization in order to maintain its own advancement and purity, which not only includes the daily party work within the party organization, but also includes political construction, ideological construction, organizational construction, style construction, discipline construction and system construction and other aspects of the work content. When the construction of organizational culture of state-owned enterprises is in line with the party building work, the construction of organizational culture can realize the advancement, modernity, systematic and standardization, and can realize the innovation of the path of organizational culture construction.

(2.1) Combination of organizational culture learning and ideological and political education in state-owned enterprises

The conscientiousness and firmness of enterprise employees come from their subjective consciousness, so continuous ideological and political education is a very important part of the daily management of the enterprise, and the learning and cultivation activities of the organizational culture should also be daily, professional, high-quality, high-participation standards to be actively carried out. First of all, the state-owned enterprises to promote the content of the organizational culture into the party class activities, in addition to learning the party's policy spirit, the majority of party members and activists to strengthen the concept of organizational culture, so that the party class has become an important position for party members to learn and cultural promotion, by party members to set up cultural models in order to widely disseminate the organization's culture to each and every employee of the company. Secondly, with the help of branch theme party day activities, party members take turns to dig out and share the stories of organizational culture and people's deeds, so as to gradually make the organizational culture deeply rooted in people's hearts. Finally, in order to ensure the effectiveness of cultural practice, it is necessary to

carry out a special organizational culture practice seminar, which will be embedded in the meeting of the party branch of the enterprise, by the party members to report and summarize the recent personal cultural practice and share the cultural practice examples around them, in order to achieve the purpose of learning from practice and return to practice. In the ideological and political education to learn the connotation of the organizational culture of state-owned enterprises, in the organizational culture concept of state-owned enterprises to learn the party's spiritual thinking, through each other, the implementation of one, and at the same time to ensure that "learning, thinking, practicing, understanding, and behavior" at all levels of the standard, so that the organization of the state-owned enterprises of the spirit of the organizational culture of the soft level of the constraints of the sustained force[14].

(2.2) The organizational culture building team of state-owned enterprises reaches out to grass-roots organization

Party construction is precisely because there is a strong organizational guarantee, so as to "a plate of chess, a heart, a force" of the spirit of unity and struggle to complete the hard work of the task, the organization of state-owned enterprises in order to achieve cultural construction work, "everything someone to do" and "everyone has something to do" should also be systematically and comprehensively strengthen the organizational construction, improve the cultural organization system. In order to achieve "everything has to be done" and "everyone has something to do", we should also systematically and comprehensively strengthen the organizational construction and improve the cultural and organizational system. Standard party organization construction standards, firmly establish the "grasp the culture to promote business" concept, set up cultural construction of the main person in charge, as well as cultural activities organization and publicity committee, to build up the state-owned enterprises their own unique cultural construction team, and at the same time more state-owned enterprises cultural construction work deep into the grass-roots employees, to do from the masses, to the masses! At the same time, the cultural construction work of state-owned enterprises should be penetrated into the grass-roots employees, so as to come from the masses and go to the masses. At the same time, should also maintain the close integration of the cultural construction team of state-owned enterprises and the party organization, in addition to the operation of the business backbone, actively cultivate the cultural practice model into the party members, cultivate the party members into the cultural practice model, give the party spirit of high cultivation, strong management ability, recognized by the masses of the culture of the practice of excellence in the promotion

of the full. The responsibility for the cultural construction of state-owned enterprises will be implemented to the post, implemented to the person, with a strong organizational bastion to ensure that the cultural construction of the work of the full development.

(2.3) Systematic improvement of the organizational culture management system of state-owned enterprises

In the construction of the party, the system construction is a global, fundamental and long-term construction, and it is necessary to ensure the seriousness of other construction work and the purity and advancement of the party members with a perfect system construction. The organizational culture management of state-owned enterprises also needs a scientific and strict system to ensure that the majority of employees are physically active and put all the work into practice[15]. On the one hand, a good environment is created for the cultural management system of state-owned organizations under the party system construction, and the cultural construction indexes are included in the party construction assessment system, while the work content and objectives of the cultural builders are scientifically quantified to ensure that they actively solve the practical difficulties in the cultural management work. On the other hand, the cultural management system needs to be combined with the actual situation of state-owned enterprises, to enterprise development as the first task, closely around the state-owned enterprises to enhance the level of production and operation of the goal of organizational culture management. In short, the management system of state-owned enterprises should fully echo the core concepts contained in the organizational culture, with the help of the system's "hand" to let the state-owned enterprises to regulate the behavior of employees and constraints, and in the cultural concepts of inculcation so that the employees of the state-owned enterprises to form the values and behaviors conducive to the long-term development of the enterprise[14].

4. CONCLUSIONS

Chinese characteristics and Chinese program means "according to local conditions", the deep integration of party construction and the organizational culture construction of state-owned enterprises, exploring the path of innovation for the state-owned organizational culture construction, and bringing new opportunities and breakthroughs for the realization of state-owned enterprise management innovation in the new era. In general, the integration and development of party building and the organizational culture of state-owned enterprises is necessary, and the upgrading and innovation of the organizational culture of state-owned enterprises needs to be promoted by the party building from the surface to the inside, and the comprehensive and systematic efforts.

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Study on Pathways to Help Farmers Increase Their Income in the Flower Industry's Wealth-Building Workshop

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Abstract: The workshop integrates resources and expands income channels for low-income farmers, and the participating farmers have realized different degrees of income increase. The research found that the bottom-up workshop lacks construction standards, the lack of policy incentives for flower enterprises to establish the workshop, the workshop has a potential risk of recruiting but not retaining people, Chaocheng Workshop temporary workers platform function needs to be improved. Accordingly, it is proposed to do a good job in the local standardization construction of the Common Wealth Workshop, to do a solid Common Wealth Workshop protection policy, to improve the employment incentive policy of the enterprise Common Wealth Workshop, and to make good use of the information platform of the "Chaocheng Common Wealth Workshop" and other policy recommendations.
Keywords: Flower industry; Common wealth workshop; Common wealth; Farmers' income increase; Rural revitalization

I. INTRODUCTION

Realizing common prosperity is the essential requirement of socialism with Chinese characteristics. on June 2, 2003, Comrade Xi Jinping, then Secretary of Zhejiang Provincial Party Committee, came to Haining for inspection and research, fully affirmed that "Haining is in relatively good condition, with its economic development ahead of the whole province, obvious advantages in humanities and location, and balanced development and structure of urban and rural economy, with a good foundation", and gave Haining the earnest instruction "to take the lead in basic modernization and play a role in the province as a model and an example". "Haining" is given "to take the lead in the basic realization of modernization in the province as a model and exemplary role" of the ardent instructions, systematically put forward "grasp the initiative to connect to Shanghai, promote the integration of the Yangtze River Delta" "Grasp the construction of advanced manufacturing base", "Grasp the construction of ecological province", "Grasp the key projects", "Grasp the institutional advantages", "Grasp both hands". "Grasp both hands" and other aspects of the requirements, and the "88 Strategy" inherent common. 2021 Zhejiang became a common wealth demonstration area, this year is the 20th

anniversary of the implementation of the "88 Strategy". The "eight-eight strategy" is a comprehensive and systematic open theoretical system, opened the door of high-quality development in Zhejiang, opened up a new realm of socialism with Chinese characteristics in the practice of Zhejiang, Xi Jinping's thought of socialism with Chinese characteristics in the new era in Zhejiang, the centralized embodiment of the germination and practice.

Promoting the coordinated development of urban and rural areas is not only an inherent requirement for common prosperity, but also an important foundation for the modernization of the county. Under the guidance of the "Eight-Eight Strategy", Haining has accelerated the exploration of urban-rural integration, continuously narrowed the income gap between urban and rural residents, and created a distinctive urban and rural coordinated development of the "Golden Card". This topic focuses on "Zhejiang Changan flowers", focuses on the "net red village" of flower industry revitalization, explores the Tianming common wealth code of flower industry revitalization, summarizes the typical grassroots experience of the flower industry to help farmers increase their income, combs through the problems in the development process, and puts forward a practical and feasible improvement plan. We will summarize the typical grassroots experience of the flower industry in helping farmers increase their income, sort out the problems in the process of its development, and put forward practical improvement programs. We strive to form a set of innovative development models that can be implemented, replicated and effective, and further narrow the gap between urban and rural areas under the leadership of Party building, in an effort to realize the goal of "raising the low and expanding the middle".

With the deepening of the construction of socialism with Chinese characteristics, common wealth has been a hot topic of discussion in recent years. There are also a hundred schools of thought on the path to realizing common prosperity. Li Shi et al. analyzed the long-term trend of income change of rural residents in China, and believed that the focus of common prosperity in rural areas is to accurately identify low-income groups, and the difficulty lies in improving the income mobility of rural residents. Meanwhile, based on the experience of rural revitalization and common

prosperity in Zhejiang Province, it puts forward recommendations for the national level to promote the income of low-income people in rural areas to achieve common prosperity, such as guiding various forms of non-agricultural employment, deepening the reform of the rural land system, giving full play to the competitive advantages of special agriculture, and increasing the financial support for low-income people in rural areas [1].

Some scholars have also analyzed the specific path to achieving common prosperity from a more detailed perspective. From the perspective of attracting investment, some scholars have proposed to explore the collective economic model innovation and production mode conversion, enhance the rural collective economy in the resource model and management mode of innovation, based on the actual development of rural society to explore the local development of the green economy and the construction of small towns, optimize the system to attract the return of the village sage is the formation of the common wealth of the farmers of the reality of the path [2,3]. There are also studies that start from the perspective of developing tourism, such as Yinzhou District, Ningbo City, through the creation of boutique tourism routes through the entire region, highlighting the characteristics of the boutique tourism lines, promoting the integrated development of the countryside, increasing the protection of traditional villages and dwellings and historical and cultural villages and towns, activating the traditional elements of the countryside, and other measures to promote the high-quality development of the rural agricultural sector, to achieve the common wealth of the typical case 3] . Some scholars even put forward the development direction of "people-oriented" from the perspective of talents, and provide a reference for common prosperity through the implementation of the strategy of "attracting talents" and "revitalizing population", which is a practical solution for common prosperity. The implementation of the strategy of "attracting talents" and "revitalizing population" can provide a practical solution for common prosperity [4]. Some scholars, in the context of the rapid development and construction of information technology and the gradual promotion of the development of rural information infrastructure, have proposed to promote the development of rural revitalization through the perspectives of economy and education, and to promote rural revitalization by improving the top-level design and actively improving the structure of the rural industrial infrastructure [5]. In terms of the form of economic organization, some scholars have proposed to develop a new type of rural collective economy, develop rural characteristic industries, broaden the channels for farmers to increase their income and become rich, rely on agricultural and rural characteristic resources, seek benefits from the development of multiple functions of agriculture and

the exploration of diversified values of the countryside, and seek benefits from the integration of primary, secondary and tertiary industries, and to strengthen the dragonheads, mend the chain, develop the industry, and develop the brand [6].

In the specific development path, there are also scholars who advocate the use of net red e-commerce live broadcasting such a way to break the spatial limitations, so that rural products are no longer limited to offline wholesale and retail and static online store sales, without the need to take the initiative to ship out as the only method of output, the use of the net red can be completed without going out of the house to sell the product, and the demand for the revitalization of the countryside industry to match, to achieve the ultimate purpose of the revitalization of the countryside industry [7]. In terms of benefits, some scholars have concluded that the development of rural e-commerce in China has a significant positive effect on farmers' income, which is conducive to narrowing the income gap between urban and rural residents, thus accelerating the realization of common prosperity. At the same time, there is not only a local effect, but also a positive spatial spillover effect, that is, the development of local rural e-commerce is also conducive to stimulating the accelerated increase in the income of farmers in neighboring areas [8]. It can be seen that rural live e-commerce is not only conducive to the development of the individuals concerned, but also "the first to get rich and lead the rich to get rich" to promote the income increase of other farmers, extending the development of the industrial chain.

Some studies have pointed out that a large part of the impact on rural income is due to the low quality of the labor force, which restricts the increase of farmers' income [9]. Rural areas are faced with objective problems such as "high degree of aging", "overall low level of education", and "outdated ideological concepts", which also contribute to the unsatisfactory income of low- and middle-income people. Reasons. "Expanding the middle-income group and raising the income of the low-income group is an important path to realizing common prosperity, and it is also the most basic, crucial and difficult reform task. In order to realize common prosperity, how to raise the income of the middle- and low-income people and expand their sources of income is an inextricable problem. Guo Xiaoming et al. argues that realizing farmers' income increases requires promoting the vertical depth extension of the agricultural industry chain. Continuously expanding the logistics and warehousing of agricultural products and deep processing links, realizing the development of the whole agricultural industry chain, incorporating more farmers into the modern agricultural industry chain, and driving a steady increase in farmers' operating income. From the important aspects of land security, financing and insurance, technical services, and policy support, we

will support city dwellers going to the countryside and migrant workers returning to their hometowns to participate in the development of rural industries, and create more opportunities for farmers to find jobs and increase their incomes close to their homes [10].

Looking at the results of existing research, most of the discussions on raising rural incomes and promoting common prosperity are based on a principled, macro-level perspective. It mainly starts from the top-level design, exploring how and what measures the government should take to help rural development. In terms of specific development models, more scholars have proposed the development of rural e-commerce and the digital economy as the main focus, giving full play to the advantages of rural origins and promoting economic development. Some scholars have also specialized in studying the benefits brought about by the development of rural e-commerce, proving that it is a road with broader prospects for development. However, even though there are more studies and conclusions, they are generally of a higher and more theoretical standpoint, with less content available for reference by village grassroots organizations. How village organizations can exert their subjective initiative, make use of their existing resources, and play the role of platform and leverage is still an issue worthy of in-depth study. The purpose of this topic is to study how village organizations can make use of their existing resources, integrate and innovate through "alliance construction", and form a set of mature and pragmatic development paths of "common wealth". Realize the low-income people in the village near the employment, no income into income, low-income into the income of the progressive common wealth path, to take the common wealth of the "Tianming" road.

2. PRACTICAL EXPLORATION OF FLOWER INDUSTRY COMMON WEALTH WORKSHOP TO HELP FARMERS INCREASE INCOME

2.1 Overview of the development of the flower industry in Tianming Village

Tianming Village highlights the advantages of

developing the flower industry, making full use of land resources, and developing live flower e-commerce. The village has made in-depth planning for the "Flower Governance" party building brand, and created a project called "Flower Governance - Common Wealth Road", which is 1.4 kilometers long, including the party building position of the Haining City Flower Industry Agricultural Cooperative Union, as well as the Tianming Village Flower Planting Industrial Park with the Agricultural Cooperative Union as the core. There are 7 flower enterprises along the route, including 1 enterprise with annual sales of 10 million dollars and 6 enterprises with millions of dollars. With the development of special flower industry, the village's operating income grew from 100,000 yuan to 2.03 million yuan in 5 years, and the villagers along the route relied on the "one land, three gold" model to increase their annual per capita income by more than 3,000 yuan. 2022, the total annual value of flowers in Tianming Village exceeded 100 million yuan, and the disposable income of the farmers was 44,985 yuan, with an average annual growth rate of 7.6%. In the first half of 2023, Tianming Village flower output value of more than 60 million yuan, realizing the beautiful butterfly on the road to prosperity.

The Common Wealth Workshop in Tianming Village has undergone two upgrades (as shown in Table 1 below). In addition, Tianming Village has also built three municipal common wealth workshops, namely, the Haining Flower Industry Agricultural Cooperative Union Live E-commerce Common Wealth Workshop, the "Pollen Spreading Group" Common Wealth Workshop in Tianming Village and the "Women's Flower Group" Common Wealth Workshop in Tianming Village. Among them, the former was selected as a typical case of "the first batch of 100 live e-commerce workshops in the province" and won the silver medal in the provincial short video competition of the workshop. The case was forwarded by Zhejiang News and reported in a special edition of Jiaying Daily.

Table 1 Flower industry "common wealth" of the progressive road

Releases	Forms of organization	Innovative content	Mechanisms for innovation
Release 1.0	Party members take the lead	Flower planting leader as the representative of the capable party members "lead together rich" model.	Bringing Wealth Together
Release 2.0	Party branch unified organization	The "helping the common good" pattern of organizations represented by floral entrepreneurship party branches and professional cooperatives.	Helping to share prosperity together
Release 3.0	Industrial clustering	Flower industry agricultural cooperative union party building as a representative of the industry "common wealth" model.	Mutual enrichment

In support of young farmers' entrepreneurship, Tianming Village has established a demonstration site for on-site teaching of party building and set up the Haining City Flower Industry Agricultural Cooperative Union and the Flower Industry Co-

Wealth Workshop. Tianming Village has also strengthened the co-education of talents between schools and localities, built a good platform for youth entrepreneurship, and encouraged and guided talents to return to the countryside. Through

entrepreneurship-led employment, it has helped more than 200 farmers realize employment at their doorsteps and driven more than 300 youths to engage in flower and e-commerce related fields.

2.2 Flower industry common wealth workshop to help farmers increase income practice

2.2.1 Party members "drive together rich" to bring out the advantages of the flower industry

From the early 80's the earliest batch of flower planting known as "Chang'an flower leader" party member Zhang Jinsheng to "item style flowers" to the rising star of the university student party members entrepreneurs "Zhengqian gardening". In a batch of flower planting party leader and planting demonstration, the town farmers opened the road to prosperity relying on flower planting. 2002 Chu Shi Village party member Zhang Jinsheng set up Chang'an Flower Research Institute developed a soilless cultivation technology to solve the continuous planting led to a decline in the quality of even "all the army" of the problem, the use of the technology makes the cost of each seed ball, the cost of the seed ball, the cost of the seed ball, the cost of the seed ball, the cost of the seed ball. The use of the technology makes the cost of each seed ball reduced by 30%, so that growers at least 10% increase in economic benefits for the city's lily planting annual output value of 22.72 million yuan, an additional benefit of 18.17 million yuan.

2.2.2 Organization "help to get rich together" cohesion flower industry revitalization

With the development of the flower industry, the town gradually formed a number of flower industrial parks, professional associations of large-scale planting pattern, and under the leadership of the party branch, towards the development of the organization of the group "to help the rich" 2.0 model. Let farmers group together to form a synergy, to play the biggest role of the rich industry. Party branch + horticultural enterprises + farmers "management mode, the formation of enterprise party members to bring to life the flower brand, the flower brand to drive the overall industry, to the overall industry with fire sales of the agricultural cooperative joint rich operation mechanism. Through the leadership of the party branch, driving the flower professional park around the farmers more than 670 people into the flower planting, arranging employment for 1740 people, helping farmers to increase income by 32.6 million yuan, the villagers planting flowers per acre net income of more than 22,500 yuan.

2.2.3 Party building "common wealth" cultivate villagers strong skills to increase income

In order to crack the flower industry in the development of the pin "pain point", in May 2020 by Changan Town Tianming Village, led by the unity of the city's industry-related villages, institutions, enterprises and institutions party group set up Haining City, flower industry agricultural cooperative union,

released a number of different groups of help for the party construction of the top ten projects. Among them, the "Sunshine Flower House" project to help people with disabilities opened the first "Canal Public Welfare Sweethearts" entity training base, and successfully cultivated more than 190 people with disabilities to realize employment. Bairun Horticulture, Zhengqian Horticulture, Xiang style flowers, etc. have through the establishment of "Hundred Flowers Lecture Hall" "Tianming live training room", free of charge to provide technology to neighboring farmers. Cumulative total of more than 350 flower training courses, training more than 14,600 people. To help neighboring farmers independent online live sales of more than 20 million yuan, to solve the local employment problem of more than 280 people. 2022 March-April Haining epidemic, to help neighboring flower farmers to reduce direct economic losses of more than 3 million yuan.

2.3 Survey on the Sense of Acquisition of Tianming Village Villagers' Income Increase in the Common Wealth Workshop

In July 2023, through visits to Tianming Village, we learned that the number of villagers working in the Common Wealth Workshop of the resident enterprise in the village is around 200 at times, and 30-60 at times. The members participating in this program are mainly female villagers aged 45-65, and those of them who have reached retirement age have a lower level of pension, the vast majority of which pay into the urban and rural residents' pension insurance, which is a much lower entitlement compared to the basic pension insurance for employees. Due to the impact of the epidemic, many villagers work in the Common Wealth Workshop for only half a day, about 4 hours a day, and a small number of villagers work for a whole day, so there is a certain impact on their income. Through interviews, we learned that after working in the Common Wealth Workshop, the respondents' incomes are still significantly higher and more stable than before, and their main sense of well-being comes from being close to their homes, having an easy job, and being relatively satisfied with their pay. They are basically satisfied with their work in the Common Wealth Workshop, and their only demand is to increase their income.

3. PROBLEMS IN THE FLOWER INDUSTRY COMMON WEALTH WORKSHOP TO HELP FARMERS INCREASE THEIR INCOMES

3.1 Common Wealth Workshop generates a lack of construction standards from the bottom up

At present, most of the workshops are formed 'from the bottom up', with an industrial base first, and then the workshops are established on this basis. Although this approach largely reduces the construction costs of the workshops, the lack of 'top-level design' may lead to uneven distribution of workshops in terms of industry and geography. Although this approach reduces the construction cost of workshops to a large

extent, the lack of "top-level design" may lead to an uneven distribution of workshops in terms of industry and geography, making it difficult for many villages and communities with relatively weak industrial bases to form large-scale workshops for the commonwealth. In particular, for those villages or communities that do not have "industrial parks", due to their small scale, it is difficult for the workshops to form a large-scale effect, and the number of target villagers to whom they can radiate is limited.

3.2 Flower companies lack policy incentives to establish common wealth workshops

Promoting the work of the Common Wealth Workshop departments and lines of work, but substantive policy support is still relatively lacking, the lack of sustained and effective policy incentives for enterprises, expanding the "Common Wealth" effectiveness of the momentum is slightly insufficient. First, the lack of specialized economic policy support, mainly reflected in the absence of the development of enterprises to establish a common wealth workshop specialized financial, tax, financial and other policy support, it is difficult for enterprises in the construction of a more intuitive economic benefits. Secondly, the existing preferential policies are biased in favor of traditional agriculture. Such as food crops, animal husbandry, etc., and for flower enterprises and other agricultural products industry support is relatively small. Such as for the "company + farmers" model of enterprise tax incentives, policy content does not apply to flowers. Flower business workshop to promote agricultural income is not enough incentives, "listed" policy dividends are not very prominent. Third, the lack of financial support, the construction of the workshop needs to invest a certain amount of money and resources, including site construction, equipment purchase, training and technical support. During the research, it was found that in some villages, in order to promote the construction of the workshop, the construction of peripheral infrastructure was financed by the village community, which is also a considerable burden for the village community.

3.3 There is a potential risk of recruiting but not retaining people at Common Wealth Workshop.

Enterprises employing more considerations of efficiency, in order to achieve the goal of "common wealth", appropriate "care" of specific groups of people in villages and communities, the construction of common wealth workshop, the creation of new common wealth jobs, help low-income farmers with difficulties to realize the employment of the doorstep, driving the idle rural areas. Optimization of the allocation of rural unused human resources. However, there is a potential risk of "not being able to recruit but not being able to retain people" in the operation of the Co-enrichment Workshop. Due to the individual differences of low-income farmers in difficulty, some of them may feel that the income is relatively low and quit because they are not satisfied with the current

work of the Workshop. At the same time, a part of the target group may not be able to compete with the general farmers and be crowded out of the Workshop, so there is a risk that those who want to come will not be able to come, and those who are recruited will not be able to stay. For the sake of work efficiency, enterprises will also tend to use laborers with relatively high work efficiency. After all, enterprises are concerned about economic benefits, and the Workshop for Prosperity is not a social welfare enterprise, so it cannot make too many demands. Encourage enterprises to take on more social responsibility, more consideration should be given to the realization of a win-win situation for the villagers, village collectives and enterprises.

3.4 Chaocheng Common Wealth Workshop Temporary Labor Platform Functions to be Improved

Chaocheng Common Wealth Workshop is a professional flexible labor platform, which opens up the supply and demand channels and data barriers for rural surplus labor, provides services such as online punching, employment matching, payroll issuance, and daily insurance, and realizes the accurate matching between enterprises and zero-workers, helping the public to realize "one-click" employment at their doorsteps. In addition to low-income households with difficulties, general villagers can also find short-term jobs on the platform, which is committed to solving the employment and income-generating problems of the rural surplus labor force. Research found that many villagers due to the cultural level is not high, not good use of smart phones, can not pay attention to some of the recruitment information, even through the village cadres in the group news release, can not be received in a timely manner, because a lot of older people do not use WeChat, only use old people's phones, affecting the efficacy of the platform to play. At the same time, the frequency of updating the labor information released by the platform is not high enough, resulting in not much attention and few active users.

4. POLICY RECOMMENDATIONS FOR FLOWER INDUSTRY COMMON WEALTH WORKSHOPS TO HELP FARMERS INCREASE INCOME

4.1 Doing a good job of local standardization of the Common Wealth Workshop

In view of the actual needs of the construction of common wealth workshop, it is recommended that the local standard of "Common Wealth Workshop Construction and Operation Norms" be issued as soon as possible. At present, the construction of Haining City's common wealth workshop in each township (street) has already been fully rolled out, and the problems of insufficient safeguard measures for the elements of the construction, inadequate organization of the party building, and insufficient support for the operation have also appeared. To standardize the construction and operation of the city's Workshops for the Common Wealth, it is important to provide a

standardized basis for the construction of Workshops for the Common Wealth, promote a universal and efficient working model, promote rural revitalization, and avoid the waste of manpower, material and financial resources and the reduction of quality and efficiency caused by repetitive exploration. The local technical specification "Construction and Operation Specification of Common Wealth Workshop" needs to clarify the definition, construction content, operation mechanism, assessment and evaluation of Common Wealth Workshop, and strengthen the incentive mechanism for enterprises and villages and communities in the assessment and evaluation, with reference to the assessment policy of the Rural Cultural Auditorium and the Community Cultural Homeland, and set up incentives in a differentiated way to stimulate the motivation of the main participants in the construction.

4.2 Ensuring the protection policy of the Common Wealth Workshop

Policy support is an important guarantee for the gradual improvement of the Common Wealth Workshops, and it is recommended that policy support be provided from the following aspects. First, from the practice of party building work, establish a special guarantee mechanism for party building funds, and allow neighboring villages and communities to build together, expanding the scale and audience scope of the workshop; second, from the perspective of the enterprise side, to encourage enterprises to support the construction of the workshop, it is recommended to expand the proportion of pre-tax deduction of enterprise income tax of the part of the party building funds, and to allow enterprises without party organizations to cooperate to build a workshop together in the form of the Youth League, Women's Federation, Disabled Persons' Federation, and other lines. It is suggested that the proportion of enterprise income tax deduction for this part of party building work expenses be expanded, and enterprises without party organizations be allowed to cooperate in building workshops for mutual enrichment in the form of labor unions, women's federations, disability federations, etc. Thirdly, the "Company + Cooperative + Farmers" model of the Workshop for Co-enrichment is exempted from VAT on sales of self-produced flowers by agricultural producers by expanding the scope of application in accordance with the current policy. At the same time, enterprises engaged in the production of agriculture, forestry, animal husbandry and fishery projects using the "company + farmer" mode of operation can enjoy preferential policies on enterprise income tax reduction and exemption. The market theme of small and micro-enterprises is fully guaranteed to enjoy the relevant tax incentives.

4.3 Improvement of the employment incentive policy of the Enterprise Common Wealth Workshop

Common Wealth Workshop construction needs the support of people, recruited to stay, it is recommended

to do a good job of labor incentives through the following ways. First, through the form of financial subsidies, the recruitment of qualified low-income farmers to enter the common wealth workshop work enterprises or individual businesses, according to the actual number of workers, working hours, etc. for the appropriate headcount subsidies appropriate to reduce the common wealth workshop recruits subsidies for the academic qualifications and household registration standards. Second, the recruitment of eligible low-income farmers as labor contract workers, it is recommended to give wages and salaries before enterprise income tax deduction tax incentives. Third, for qualified low-income farmers to pay social insurance premiums for enterprises, it is recommended that "social security premiums" subsidies be given according to the length of payment and the amount of payment to motivate enterprises to employ workers for a long period of time and individuals to pay social security premiums. Fourth, the implementation of the relevant provisions of the Labor Law, the villagers who have been working in the Workshop for a long period of time, to be converted into contractual workers, the implementation of the legal treatment, and further enhance the sense of achievement of low-income farmers.

4.4 Utilizing the information platform of "Chaocheng Common Wealth Workshop".

At present, to promote the "common wealth" in rural areas, the first thing to do is to do a good job of appropriate employment of surplus rural labor, and it is recommended that the "Chao Cheng Common Wealth Workshop" platform be used. First, do a good job of promoting the "Chao Cheng Gong Fu Workshop" platform, through various channels to promote the rural surplus labor force to understand the information in a timely manner, through the village cadres, volunteers, low-income farmers adult children or friends and relatives to pay attention to the platform to release information in a timely manner, to carry out accurate matching of supply and demand, and to improve the "Chao Cheng Gong Fu Workshop" WeChat mini-program in the rural "Common Wealth". The "Chao Cheng Gong Fu Workshop" WeChat mini program has increased the coverage of Haining's rural surplus labor force and expanded the platform's influence. The second is to use the application scenario of "Chao Cheng Gong Fu Workshop" as a platform to explore the virtual workshop of village affairs and the improvement of career skills, so as to continue to deepen the project of entrepreneurship and wealth sharing among the party and the group.

5. CONCLUDING REMARKS

Haining City attaches great importance to the construction of Common Wealth Workshop, focusing on precise services, and vigorously promoting "farmers to increase income, enterprises to increase efficiency, and the collective to increase wealth". Chang'an Town, Haining City, is taking the

comprehensive implementation of the Common Wealth Workshop as a carrier to actively promote the rural surplus labor force to achieve home employment, and really make the Common Wealth Workshop become a gas pedal to promote common prosperity. Tianming Village seizes the comparative advantage of industrial revitalization, effectively integrates resources under the mechanism of party building alliance, and walks out of a distinctive Tianming Road on the path of realizing common wealth.

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Research on the Integration Education Mechanism of Chinese Excellent Traditional Culture and Socialist Core Values in Colleges and Universities

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Abstract: This study aims to explore the mechanism of the integration of Chinese excellent traditional culture and socialist core values in Colleges and universities. First of all, we introduce the background and significance of the study, clarify the purpose and problems of the study, and outline the methods and framework used in the study. In addition, we also discussed the similarities and differences between the excellent traditional Chinese culture and the socialist core values. Second, we evaluated the current situation and existing problems of traditional culture education in colleges and universities, and also analyzed the current situation and challenges of socialist core values education in colleges and universities. Third, we discussed the theoretical basis of the integration education of Chinese excellent traditional culture and socialist core values in colleges and universities. We reviewed the views and research results of relevant education theories, and proposed the theoretical basis for the integrated education of Chinese excellent traditional culture and socialist core values, which provided guidance for the construction of the integrated education mechanism. Fourth, we put forward the construction of the education mechanism for the integration of Chinese excellent traditional culture and socialist core values in colleges and universities. We have set and designed educational objectives, selected and developed educational contents, and innovated and implemented educational methods and means. Finally, we pointed out the problems and shortcomings of the research results.

Keywords: Chinese excellent traditional culture; Socialist core values; Inclusive education; Institutions of higher learning; mechanism

1. INTRODUCTION

With the continuous development and reform of society, higher education plays an important role in cultivating students' comprehensive quality and core competitiveness. As the treasure of the Chinese

nation, Chinese excellent traditional culture has rich ideological connotation and values, which is of great significance to cultivate students' moral quality, cultural confidence and social responsibility. At the same time, the socialist core values, as the value orientation of contemporary China, emphasize the core values of social fairness and justice, patriotism, collectivism and so on, which play an important role in shaping students' correct values and moral concepts.

Scholars' existing research on the education mechanism of the integration of Chinese excellent traditional culture and socialist core values in colleges and universities covers many aspects, such as education policy, curriculum design, teaching methods and so on. Guzhiyong studied the mechanism innovation of the integration education of Chinese excellent traditional culture and socialist core values in colleges and universities, and put forward the ideas and methods of constructing the education mechanism to meet the current social needs [1]. Zhaicuiling and tianxiaodong put forward research suggestions on the mechanism construction of the integration education of Chinese excellent traditional culture and socialist core values in colleges and universities, including the mechanism construction of education policy, curriculum design, teaching methods and other aspects [2]. Li Na and Qiang Wenli studied the mechanism innovation and practice of the integration education of Chinese excellent traditional culture and socialist core values in colleges and universities, and put forward some innovative education mechanisms and practice cases [3]. Liu Xin discussed the differences and influencing factors of the mechanism design by comparing and studying the integration education mechanism of Chinese excellent traditional culture and socialist core values in different colleges and universities [4]. Mo fan discussed the current situation and existing problems of the integration of Chinese excellent traditional culture and socialist core values in

Colleges and universities, and put forward the corresponding research direction and methods of education mechanism [5].

However, in the current higher education, the integration education of Chinese excellent traditional culture and socialist core values still faces some challenges and problems. On the one hand, the inheritance and development of traditional culture are facing problems such as the transformation of knowledge transmission mode and the lack of students' interest [6]. On the other hand, the education of socialist core values also faces challenges in practice, such as the abstraction of educational content and the simplification of educational methods [7-8]. Therefore, it has important theoretical and practical value to study how to effectively integrate the education mechanism of Chinese excellent traditional culture and socialist core values in Colleges and universities.

The purpose of this study is to explore the education mechanism of the integration of Chinese excellent traditional culture and socialist core values in Colleges and universities, and to propose effective education strategies and methods to promote the comprehensive development of students and the shaping of values. Specifically, this study will focus on the following issues:

What are the connotations and characteristics of Chinese excellent traditional culture and socialist core values?

What are the current situation and problems of the integration of Chinese excellent traditional culture and socialist core values education in colleges and universities?

What is the theoretical basis for the integration of Chinese excellent traditional culture and socialist core values in colleges and universities?

How to build a mechanism for the integration of Chinese excellent traditional culture and socialist core values in colleges and universities?

2. RESEARCH METHODS AND FRAMEWORK

This study will use comprehensive research methods, combined with literature analysis, empirical research and case studies, to comprehensively and systematically explore the education mechanism of the integration of Chinese excellent traditional culture and socialist core values in colleges and universities.

The research framework mainly includes the following aspects:

Connotation and characteristics of Chinese excellent traditional culture and socialist core values: through literature analysis and theoretical research, the basic concepts, connotations and characteristics of Chinese excellent traditional culture and socialist core values are discussed in depth, and the similarities and differences between them are clarified.

The current situation and problems of the integrated education of Chinese excellent traditional culture and socialist core values in colleges and universities:

through questionnaires, interviews and other empirical research methods, this paper investigates and analyzes the current situation and problems of the integrated education of Chinese excellent traditional culture and socialist core values in colleges and universities, so as to understand students' cognition and acceptance of traditional culture and core values.

The theoretical basis of the integrated education of Chinese excellent traditional culture and socialist core values in colleges and universities: through the research and analysis of educational theory, this paper discusses the theoretical basis of the integrated education of Chinese excellent traditional culture and socialist core values, including the theoretical support of educational objectives, educational content, educational methods, etc.

Construction of the education mechanism for the integration of Chinese excellent traditional culture and socialist core values in colleges and universities: Based on the above research results, this paper proposes a mechanism construction scheme for the integration of Chinese excellent traditional culture and socialist core values in colleges and universities, including the determination and design of educational objectives, the selection and development of educational content, the innovation and implementation of educational methods and means, and the establishment of educational evaluation system.

Practical case analysis of the integration education of Chinese excellent traditional culture and socialist core values in colleges and universities: select several representative colleges and universities for case study, analyze their practical experience and effectiveness in the integration education of Chinese excellent traditional culture and socialist core values, and summarize the successful experience and lessons.

3. THE CONNOTATION AND CHARACTERISTICS OF CHINESE EXCELLENT TRADITIONAL CULTURE AND SOCIALIST CORE VALUES

(1) An overview of Chinese excellent traditional culture

Chinese excellent traditional culture is the precious wealth accumulated by the Chinese nation for thousands of years, including philosophy, literature and art, etiquette culture, morality and ethics. It takes Confucianism as the core, and integrates the essence of Taoism, Mohism, Legalism, strategists, celebrities and other schools of thought. The connotation of Chinese excellent traditional culture is rich and diverse, including the concept of harmony between man and nature, the harmonious relationship between people, personal cultivation and moral ethics.

The concept of harmony between man and nature: Chinese excellent traditional culture emphasizes the harmonious relationship between man and nature, and advocates respecting, conforming to and protecting nature. This is reflected in people's

reverences for nature, gratitude for nature and attention to environmental protection. For example, the Confucian concept of "harmony between man and nature" emphasizes the internal relationship and interdependence between man and nature.

The harmonious relationship between people: the excellent traditional Chinese culture pays attention to the harmonious coexistence between people and emphasizes the stability and harmony of family and society. Values such as family ethics, respect for teachers and morality, and being friendly to others are valued in the excellent traditional Chinese culture. For example, the Confucian concept of "benevolence" emphasizes that people should care for and help each other to build harmonious interpersonal relationships.

Personal cultivation and moral ethics: the excellent traditional Chinese culture emphasizes the cultivation of personal cultivation and moral ethics. The Confucian concept of "self-cultivation, ruling the country, and pacifying the world" emphasizes the importance of personal cultivation and guides people's behavior through moral norms and codes of conduct. The excellent traditional Chinese culture emphasizes the cultivation of moral qualities such as honesty, loyalty, probity and modesty.

(2) An overview of socialist core values

Socialist core values are the value orientation of contemporary China. They are a series of values with Marxism as the guidance, socialist construction as the goal, patriotism, collectivism, social fairness and justice as the core. It is the spiritual pillar of socialism with Chinese characteristics, which is of great significance for leading social development, promoting national construction and cultivating citizens' quality.

Patriotism: one of the core values of socialism is patriotism, which emphasizes individual loyalty and love for the country and advocates that individual interests obey the interests of the country and the collective. Patriotism is the continuation of the traditional virtues of the Chinese nation and an important support for socialist construction.

Collectivism: the socialist core values emphasize the spirit of collectivism, the subordination of individual interests to collective interests, and the unity and cooperation, mutual aid and love, and common struggle. Collectivism is the modern continuation of the idea of "family, country and the world" in Chinese traditional culture, and embodies the collective values of socialist society.

Social equity and justice: the socialist core values emphasize social equity and justice, advocate the realization of social justice and equality, and advocate the elimination of poverty and the promotion of social equity. Understanding their similarities and differences will help to better integrate the two and promote the development of higher education and the overall growth of students.

(3) Similarities and differences between Chinese excellent traditional culture and socialist core values

1) Generality

There are many similarities between the excellent traditional Chinese culture and the socialist core values, which are reflected in the following aspects:

Emphasis on collective interests: both the excellent Chinese traditional culture and the socialist core values emphasize that individual interests are subordinate to collective interests, and pay attention to the relationship between individuals and society. The thought of "family, country and the world" in the excellent traditional Chinese culture and the spirit of collectivism in the socialist core values all reflect this commonality.

Emphasis on Social Responsibility: both the excellent traditional Chinese culture and the socialist core values emphasize individual social responsibility and dedication. The idea of "benevolence" in the excellent traditional Chinese culture and patriotism in the socialist core values all emphasize that individuals should contribute their strength to the society and the country.

Emphasizing Justice: both the excellent Chinese traditional culture and the socialist core values emphasize social justice and justice. The concept of "propriety, righteousness, integrity and shame" in the excellent traditional Chinese culture and the social fairness and justice in the socialist core values both emphasize social justice and equality.

Emphasis on morality and Ethics: both the excellent traditional Chinese culture and the socialist core values emphasize personal morality and ethics and moral cultivation. Confucianism in the excellent traditional Chinese culture emphasizes personal self-cultivation, the rule of law and the rule of law, and the socialist concept of honor and disgrace and socialist morality in the socialist core values all emphasize personal moral cultivation and code of conduct.

2) Differences

Source of values: the values of China's excellent traditional culture are derived from China's thousands of years of history and cultural traditions, and are the summary and inheritance of China's ancient wisdom and experience. The socialist core values are formed under the guidance of Marxist theory, combined with the practice of socialism with Chinese characteristics and the requirements of the times.

Idea system difference: the core of Chinese excellent traditional culture is Confucianism, which pays attention to personal cultivation, family and social harmony, and emphasizes the harmonious relationship between man and nature. The socialist core values, guided by Marxism, emphasize class struggle, social justice and common prosperity, and pay attention to social development and progress.

The emphasis is different: the excellent traditional Chinese culture pays attention to the cultivation of

personal cultivation and moral ethics, and emphasizes personal moral cultivation and code of conduct. The socialist core values focus on social justice and collective interests, and emphasize social justice and equality.

Modernity difference: the excellent traditional Chinese culture was formed under the conditions of feudal society, and some of its concepts and practices may need to be properly adjusted and updated in modern society. The socialist core values are formed under the conditions of modern society, which is more in line with the development and needs of modern society.

4. THE CURRENT SITUATION AND PROBLEMS OF THE INTEGRATION EDUCATION OF CHINESE EXCELLENT TRADITIONAL CULTURE AND SOCIALIST CORE VALUES IN COLLEGES AND UNIVERSITIES

(1) The current situation and problems of traditional culture education in colleges and universities

In colleges and universities, traditional culture education has always been an important part of education. Many colleges and universities have set up traditional culture courses or carried out related cultural activities to cultivate students' understanding and recognition of Chinese excellent traditional culture. However, there are some problems in the traditional culture education in colleges and universities

Lack of systematicness and depth: traditional culture education often exists only as an elective course, and students' learning time is limited, so it is difficult to understand the essence and connotation of traditional culture. At the same time, the educational content and methods of traditional culture also need to be more systematic and scientific.

Students' interest is not high: because students have less knowledge and contact with traditional culture, many students lack interest in traditional culture and think that traditional culture is out of touch with modern society, which is difficult to resonate. This leads to certain restrictions on the effect of traditional culture education.

Lack of integration with real life: traditional cultural education often stays at the theoretical level and lacks integration with real life. It is difficult for students to apply the values and moral norms of traditional culture to their daily life, lacking opportunities for practice and experience.

(2) The current situation and problems of socialist core values education in colleges and universities

The education of socialist core values has also received some attention in colleges and universities, and many colleges and universities have incorporated it into the curriculum or organized related educational activities. However, at present, there are also some problems in the education of socialist core values in colleges and universities

Simplification of education content: the education of

socialist core values often only focuses on the propaganda and indoctrination of core values, and lacks the interpretation and guidance of its deep-seated connotation and practical requirements. This makes students' understanding of core values remain superficial and difficult to form in-depth understanding and internalization.

Lack of practice guidance: in the process of socialist core values education, there is a lack of practice guidance and practical operation opportunities. Students are often only told what values they should have, but they lack the opportunity to practice and take practical action, and cannot translate them into their own code of conduct.

Students' understanding of core values is not deep: due to the lack of in-depth discussion and guidance, students' understanding of core values often stays at the surface level, lacking a deep understanding of the ideas and principles behind them. This makes it difficult for students to accurately use core values to make judgments and decisions in the face of complex real situations.

(3) The current situation and problems of the integration education of Chinese excellent traditional culture and socialist core values in colleges and universities

In colleges and universities, it is a beneficial attempt to integrate Chinese excellent traditional culture and socialist core values. However, at present, education in this area still faces some challenges and problems:

Deficiencies in educational methods and contents: the current integrated education often stays in simple juxtaposition or comparison, lacking in-depth integration and integration. At the same time, the lack of innovative educational methods and content design makes it difficult to stimulate students' interest in learning and active participation.

Disconnection between theory and practice: integrated education often pays too much attention to the explanation at the theoretical level, and lacks the opportunity of practical guidance and practical operation. It is difficult for students to translate the concept and values of integrated education into their own code of conduct, and they lack the opportunity of practical application.

Students' recognition of integrated education is not high: many students lack a deep understanding and recognition of the value and significance of integrated education because they have less understanding and contact with traditional culture and socialist core values. This makes their participation and enthusiasm in inclusive education low.

5. THE THEORETICAL BASIS OF THE INTEGRATION EDUCATION OF CHINESE EXCELLENT TRADITIONAL CULTURE AND SOCIALIST CORE VALUES IN COLLEGES AND UNIVERSITIES

(1) Relevant viewpoints and research results of educational theory

1) Theoretical basis of traditional culture education.

The uniqueness and value of traditional culture: traditional culture is the spiritual wealth of a nation, which contains rich moral concepts, values and behavior norms. The inheritance and development of traditional culture is of great significance to cultivate students' cultural identity, moral quality and social responsibility.

-Integrity and comprehensiveness of Education: traditional culture education emphasizes the integrity and comprehensiveness of education, and integrates traditional culture into students' daily life and learning, making it a part of students' lifelong development.

2) Theoretical basis of socialist core values education

The scientificity and epochality of the socialist core values: the socialist core values are an important part of the theoretical system of socialism with Chinese characteristics and are scientific and epochal. It embodies the important role of socialist core values in cultivating socialist builders and successors.

-Socialization and practicality of Education: the socialist core values education emphasizes the socialization and practicality of education, and guides students to establish a correct world outlook, outlook on life and values through social practice and practical action.

(2) The theoretical basis of integrated education of Chinese excellent traditional culture and socialist core values

Commonness and compatibility of values: both the excellent traditional Chinese culture and the socialist core values emphasize humanism, collectivism and social morality, which have certain commonness and compatibility. The values of benevolence, integrity and harmony in the excellent traditional Chinese culture and the values of patriotism, integrity and friendliness in the socialist core values complement and enrich each other.

The unity of cultural identity and Modernity: the excellent traditional culture of China is the fundamental culture of the Chinese nation, with unique historical, regional and national characteristics. The integration of Chinese excellent traditional culture and socialist core values education can promote students' recognition and confidence in their own national culture, but also can combine traditional culture with modern society, and promote the innovation and development of traditional culture.

Inheritance and innovation of Education: the integration education of Chinese excellent traditional culture and socialist core values should not only

inherit the essence of traditional culture, but also keep pace with the times, combine with socialist core values, and pay attention to cultivating students' innovative spirit and practical ability, so that they can actively participate in and contribute to modern society.

Humanistic care and social responsibility: Chinese excellent traditional culture pays attention to humanistic care, social responsibility and public interest, and the socialist core values emphasize social morality, collectivism and social responsibility. Inclusive education can cultivate students' sense of social responsibility and civic awareness, and enable them to contribute to social development and progress.

Unity and diversity of educational objectives: the goal of the integration education of Chinese excellent traditional culture and socialist core values is to cultivate students' comprehensive quality and all-round development, including ideological and moral quality, cultural literacy, innovation ability and practical ability. At the same time, we should also respect students' personality differences, pay attention to diversified development, so that each student can give full play to their strengths and potential.

6. CONSTRUCTION OF THE EDUCATION MECHANISM FOR THE INTEGRATION OF CHINESE EXCELLENT TRADITIONAL CULTURE AND SOCIALIST CORE VALUES IN COLLEGES AND UNIVERSITIES

(1) Determination and design of educational objectives

When constructing the education mechanism of the integration of Chinese excellent traditional culture and socialist core values in Colleges and universities, we first need to determine the clear educational objectives and carry out the corresponding design. These goals should not only conform to the core values of Chinese excellent traditional culture, but also reflect the requirements of socialist core values, and be guided by the cultivation of socialist builders and successors with all-round development of morality, intelligence, physique, art and labor.

The determination of educational objectives can include the following aspects:

Cultivate students' recognition and understanding of Chinese excellent traditional culture: through integration education, students can deeply understand the essence and value of Chinese excellent traditional culture, and enhance their sense of identity and pride of traditional culture.

Cultivate students' understanding and practice of socialist core values: enable students to deeply understand the connotation and requirements of socialist core values, and actively practice and practice these values in real life.

Cultivate students' Ideological and moral quality and humanistic quality: through integrated education, cultivate students' moral emotion, moral judgment

and moral behavior ability, and improve their humanistic quality and social responsibility.

Cultivate students' innovative spirit and practical ability: through integrated education, stimulate students' innovative thinking and practical ability, cultivate their innovative spirit and practical ability, and make contributions to the development and progress of society.

(2) **Selection and development of educational content**
The selection and development of education content is an important part of the integration education of Chinese excellent traditional culture and socialist core values in Colleges and universities. When choosing the content of education, we should fully consider the commonness and compatibility of Chinese excellent traditional culture and socialist core values, as well as the age characteristics and subject characteristics of students.

In terms of Chinese excellent traditional culture, we can choose classic works, traditional culture and art, traditional etiquette and moral stories as educational content. These contents can be taught and practiced through curriculum integration, practical education and campus culture construction, so that students can deeply understand and experience the connotation and value of traditional culture.

In terms of socialist core values, we can choose the basic principles and core requirements of socialist core values as the content of education. These contents can be taught and practiced through ideological and political theory courses, humanities and social sciences courses and practical education, so that students can understand and practice the socialist core values.

In addition, students can also choose topics related to the excellent traditional Chinese culture and socialist core values for education according to their interests and specialties. For example, the integration of Chinese traditional culture and modern science and technology, and the relationship between Chinese traditional culture and environmental protection.

(3) **Innovation and implementation of educational methods and means**

In order to effectively implement the integrated education of Chinese excellent traditional culture and socialist core values, we need to innovate educational methods and means to make education more vivid, effective and interesting.

Diversified teaching methods: adopt diversified teaching methods, such as teaching, discussion, case analysis, group cooperation, practical activities, etc., to stimulate students' interest and initiative in learning. At the same time, modern technological means, such as multimedia teaching and network teaching, can be used to provide more abundant and diversified learning resources and learning methods.

Implementation of practical education: through practical education, students can participate in and experience the practical application of Chinese

excellent traditional culture and socialist core values. Students can be organized to visit traditional cultural sites, participate in traditional cultural heritage activities, and carry out community volunteer services, so that students can feel and experience the power of traditional culture and socialist core values in practice.

Interdisciplinary teaching and research: integrate the education of the integration of Chinese excellent traditional culture and socialist core values into interdisciplinary research and teaching, and promote the intersection and integration of different disciplines. Through interdisciplinary teaching and research, we can better understand and apply traditional culture and core values, and cultivate students' comprehensive quality and innovation ability.

Tutor guidance and guidance: provide personalized guidance and guidance for students through the tutor system. Tutors can guide students to deeply study and think about the relationship between Chinese excellent traditional culture and socialist core values, and help students integrate these values into their study and life.

(4) **Establishment of education evaluation system**

In order to ensure the effective implementation and quality assurance of the integration education of Chinese excellent traditional culture and socialist core values in Colleges and universities, it is necessary to establish a scientific and reasonable education evaluation system.

The education evaluation system should include the following aspects:

Objective evaluation: evaluate whether the students have achieved the expected goal in the education of the integration of Chinese excellent traditional culture and socialist core values. Students' understanding and practice of traditional culture and core values can be understood through questionnaires, student works display, oral defense and other means.

Evaluation of knowledge and understanding: evaluate the students' mastery and understanding of the knowledge of Chinese excellent traditional culture and socialist core values. Students' mastery and understanding of relevant knowledge can be tested through examination, paper writing, group discussion, etc.

Practice and application evaluation: evaluate students' ability to apply excellent traditional Chinese culture and socialist core values in real life. Students' performance and application ability in practice can be evaluated by means of practice reports, community service records, practice project results, etc.

Comprehensive literacy evaluation: evaluate the development of students' comprehensive literacy and ability. The development of students' Ideological and moral quality, innovation ability, team cooperation ability and other aspects can be comprehensively considered by means of comprehensive evaluation

form and comprehensive quality evaluation report.

7. RESEARCH CONCLUSION

The integration education of Chinese excellent traditional culture and socialist core values in colleges and universities is an important educational task, which aims to cultivate students' cultural identity, social responsibility and innovation ability. In the past few years, many colleges and universities have actively carried out relevant research and practice, and achieved some positive results.

First of all, research and practice have shown that the excellent traditional Chinese culture and the socialist core values are common and compatible, and can be integrated and enriched with each other. Chinese traditional culture emphasizes humanistic care, morality and ethics and social order, which is consistent with the values of patriotism, collectivism and social equity in the socialist core values. By combining traditional culture with core values, students' cultural identity can be enhanced, and their sense of social responsibility and moral quality can be cultivated.

Secondly, universities have explored a variety of modes and methods in the practice of integrated education. Curriculum integration is one of the important ways to promote students' understanding and application of traditional culture and core values by integrating traditional culture and core values into the teaching contents of various disciplines. Practical education is also a common mode, which allows students to experience and practice Chinese traditional culture and socialist core values through community services, practical projects and other ways. In addition, the construction of campus culture, tutor guidance and interdisciplinary research also provide important support and guarantee for integrated education.

Third, colleges and universities pay attention to the cultivation of students' comprehensive quality and ability development in integrated education. In addition to imparting knowledge and theory, colleges and universities also focus on cultivating students' innovative ability, critical thinking, teamwork and cross-cultural communication ability. Through diversified teaching methods and evaluation system, colleges and universities strive to cultivate students' comprehensive quality, so that they have the ability to become all-round socialist builders and successors.

8. FUTURE DEVELOPMENT DIRECTION AND SUGGESTIONS

In order to further promote the integration of Chinese excellent traditional culture and socialist core values in colleges and universities, the following are some suggestions and future development directions:

(1) Strengthen teacher training and development

Colleges and universities should strengthen the training of teachers on Chinese traditional culture and socialist core values, and improve their professional quality and teaching ability. At the same time,

teachers are encouraged to actively participate in research and practice, and constantly innovate teaching methods and means.

(2) Deepen the integration of educational content.

Colleges and universities should strengthen the research and excavation of Chinese traditional culture, combine it with the socialist core values, and form a deep and wide educational content. At the same time, we should strengthen the development and sharing of textbook resources to provide better support for integrated education.

(3) Improve the evaluation system.

The evaluation system should pay more attention to the cultivation of students' practical ability and comprehensive quality, and adopt diversified evaluation methods and tools to comprehensively evaluate students' learning achievements and ability development. The evaluation results should be fed back to students and teachers in time to provide them with personalized guidance and guidance.

(4) Strengthen cooperation and exchange between schools.

Colleges and universities should strengthen cooperation and exchange, and jointly study and explore the best practice of the integration education of Chinese traditional culture and socialist core values. Academic seminars and teacher exchange platforms can be established to promote the sharing and reference of experience.

(5) Enhance students' participation and subjectivity.

Colleges and universities should encourage students to actively participate in the practical activities of the integration of Chinese traditional culture and socialist core values education, and cultivate their subject consciousness and innovation ability. Student associations and practical projects can be set up to provide diverse opportunities for participation.

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