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Individual Assignment: Uniqlo's New Factory in Mumbai, India

Qianqian Ji

ALFA University College, Kuala Lumpur, Malaysia

Abstract: Mumbai, India, serves as a potential market for expansion for the Japanese-clothing apparel Uniqlo. The company's core competencies come from simple fashion with the Japanese conservative culture that aims to offer low-cost clothing targeting the youthful generation. The Indian city of Mumbai is a perfect destination being a cosmopolitan which over 22 million residents. This is market and labor for apparel companies. Uniqlo, however, will have to go through the strong competition from both local and international players. Uniqlo has a chance of succeeding in the market based on a relatively conducive macro-environment except for the social and cultural environment that will pose a challenge to employees, especially foreigners. India's technology is also encouraging an environment for human resources practices. Therefore, a contingency approach would help Uniqlo handle its HRM practices. The report, therefore, recommends a mix of ethnocentric and polycentric staffing from both host-country nationals and parent-country nationals considered for work to help maintain culture fit. It is also recommended that training on cultural awareness and induction training will help realize organizational performance based on impact on learning. The HR director might also consider taking advantage of e-recruitment to bring on board the best talents.

Keywords: Mumbai, India, Uniqlo, HR Theories, HRM Practices

1. INTRODUCTION

Every business desires to grow and expand beyond the national boundaries of its parent country. One of the critical issues that form the determinants for expanding into international space is human resource practices. Thus, when multinational companies set their ventures in the international market, there is always the urgency to implement appropriate human resources practices, approaches and strategies. This is driven by the need to ensure that the venture remains in operations and is able to fit well and become competitive in the new market. It is essential to acknowledge that human resources practices and approaches determine whether an organization will succeed in the international or not.

The report focuses on identifying appropriate human resources approach, strategies, and practices for Uniqlo that will guarantee success as it seeks to expand its operations into the Indian city of Mumbai. The report will explore the market and industry dynamics to help inform its recommendation of appropriate human resource dimensions that will guarantee organizational performance. Specifically, the report breaks down the human resource practices into training and development, HR technology and recruitment and selection practices that will guarantee organizational performance in Mumbai.

2. COMPANY PROFILE

Uniqlo is a Japanese company dealing in clothing apparel dealing in casual wear, manufacturing and retail. The textile manufacturer was established in the Japanese city of Yamaguchi in 1949 and since then, it has expanded globally and surpassed 1500 stores spread across 25 countries as of 2021 (Uniqlo 2022). The company has operations in different countries around the world, including the UK, Canada, Australia, Belgium, and China, among other nations (Yi 2016). Today is the largest apparel retail outlet in its domestic market, controlling a market share of 6.5 percent.

The company focuses on low-cost clothing as its business strategy, which has given it great success in the Asian market and helped make its brand popular across the globe. The pursuit of the international market has been made possible through the support and contribution of a workforce of over 30,000 employees working in various stores in the supply chain (Uniqlo 2022). It is through the support of the workforce that has been able to register a brand value of approximately US\$ 13 billion between 2016 and 2021 (Forbes 2022).

In terms of the target market, Uniqlo historically focuses on both males and females with age variations between 18 years and 40 years old. The company anchors its core competencies on fashion basics, cost and time factors in the market. Uniqlo's products are known for their simplicity and timelessness, such that they largely fit a wide range of ages. The ability to maintain the core competencies in the market can be attributed largely to the human resource functions such as training

and development, which have ensured that the staff maintains the organizational standards and culture. However, Uniqlo faces immense weaknesses, especially when it comes to the integration of different working cultures, as it largely focuses on the Japanese culture. Moreover, the company also faces a high attrition rate, especially when compared with its peer in the apparel and clothing industry.

3. OVERVIEW OF THE HOST COUNTRY

Uniqlo's desire to expand into the international market has been able to set its operations in at least 25 countries directly. India is one of the countries Uniqlo has made an attempt to operate; however, the operation is limited to single or few cities. However, it also desires to widen its operations into other cities in the country, in this case, Mumbai.

3.1 Host Country Profile (India, Mumbai)

Mumbai, also known as Bombay, is an Indian city in the state of Maharashtra and lies on the Konkan coast on the west coast of India. Mumbai is one of the most populous cities in India, with a population of 20.9 million people as of 2021 (MacroTrends 2021). The city is regarded as the wealthiest in India and it is the home to most of the billionaires in the country. The city has males slightly outnumbering the females, with 41 percent of the population living in slums (Zhang 2016). However, Mumbai is regarded as a global city in which it is globally connected and, therefore, offers a primary connection to other cities around the world. This means that the city attracts people from all cultures around the world. Uniqlo has plans to penetrate the Indian market and set its outlet in the city of Mumbai. Currently, Uniqlo serves the Indian city of Mumbai through an online platform that allows for the shipment of their purchased products.

3.2 Industry Profile competitors

The apparel industry in the Indian cities and the country, in general, contributes an average of 5 percent of the GDP and accounts for the country's 12 percent export earnings every year (Tyagi 2021). The industry is integral to the economy of India, considering that India is regarded as the sixth exporter of textile and apparel across the globe. The Apparel industry in India is quite crowded, with both local and internationally recognized players having a strong market presence. Sharma (2021) observes that the industry is quite large such that it is the third-largest player in employer in the economy employing directly 45 million people. The market in India has great opportunities that will work to the advantage of foreign-based seeking to operate in the country. The population size offers a ready market for the apparel products but also a huge pool of skilled labor that can influence the recruitment process of an organization. Moreover, India is also one of the countries with advanced technological integration in the business environment,

which creates an opportunity for companies seeking to operate in the market to adopt its usage even in areas such as human resource management. However, the greatest threat in the Indian market would come from employee skills by different cultural practices, which will affect processes such as training and development.

Uniqlo will appreciate that traditional clothing still remains a critical and defining trend in the Indian market. For instance, traditional clothing for women in India accounts for more than 70 percent of total women's sales in 2017 (Amed et al. 2019). Another trend in the Indian market in the Indian market is the production of eco-friendly clothing, where brands are focusing more on recycling and customization of clothing to avoid wastage. In other words, companies in the Indian apparel industry are seeking the introduction of eco-friendly clothing as means of developing a competitive advantage. Among the Indian companies leading in the eco-clothing in India include companies such as Doodlage, Mixmiti and Nicobar, even though the scale of operations might be limited for some of these companies. Uniqlo will, therefore, be impacted by these trends in terms of their recruitment and selection processes, staff training and development as well as HR technology.

The industry, however, has its set of challenges that players seeking to operate in the Indian market will have to appreciate. For instance, a lack of requisite skills in the market means that any Uniqlo will spend a significant amount of time training and developing the capacity of the workforce. This has also been furthered by low education levels as well as cultural differences.

Competition in the Indian market and Mumbai, to be specific, is quite intense, considering that both domestic and international players are jostling for space. However, Uniqlo will face competition from other brands such as HM and Zara. Zara is particularly a strong competitor because of its focus and specialization in women's wear in the market. Moreover, both companies are sufficiently large, with H&M having reached at least 74 countries selling clothing for men, women and children (RetailDetail 2020).

Both companies have a long history and well-developed reputation and strong brand image in the market.

3.3 PESTEL analysis

The macro-environment analysis carried through PESTEL is aimed at providing an understanding of the market to help inform HR decisions for Uniqlo.

3.3.1 Political/legal environment

India is a relatively politically stable country despite recent political turbulence characterized by differences and conflict with neighbors such as Pakistan. India is regarded largest democracy in the

world. This creates a politically stable environment for businesses to thrive. However, corruption has become quite a challenge in the political circles and affects the ability of businesses to operate efficiently. In the recent past, India established regulations affecting foreign companies. For instance, foreign investors, especially from countries sharing a border with India, must seek direct approval from the government. The government of India sets regulations for human resources, such as the minimum wage act, working conditions code and social security codes. For instance, the regulatory measure dictates that firms with more than 20 employees are obligated to announce their vacancies online (Prakash and Murthy 2022).

3.3.2 Economic environment

India registered a Gross National Product (GNP) of US \$2, 625.44B in 2020, which is a slight decline from the previous year, considering the impact of the COVID- 19 pandemic on the global supply chain. India registered an 8.62 percent decline in 2020 GDP of \$2, 622.98B from the previous year. However, the GDP growth rate of the country has gradually declined in the last half a decade. Unemployment rates in India are quite high such that as of March 2022, the statistics depicted 7.8 percent. India has in the recent past registered an increasing disposal income, with the highest rate registered in 2020 standing at 1797.76 US dollars (The Economic Times 2022). However, projects suggest that the country will experience a 6.7 percent inflation in 9.

3.3.3 Social environment

The Indian constitution recognizes 23 official languages, with the Hindi language widely spoken and English serving as a subsidiary official language. Many people in India adopt the use of the Devanagari script. As opposed to the misconception by many people, Hindi is not a widely spoken language in India, considering that 56 percent of the population speaks a different language other than Hindi. Another cultural element of note is the religion in which 84 percent of people in the country identify with the Hindu religion, 14 percent are Muslims, while Christians Sikh account for 2.3 percent and 1.7 percent, respectively (Khan 2019). In the recent past, cases of religious intolerance targeting Muslims and Christians have been reported, with 527 cases of hate crimes reported in 2019 (Licas 2020). In terms of age distribution, a majority of the Indian population, 67.27 percent, are aged between 15 and 64 years and this group forms the bulk of the workable population.

3.3.4 Technological environment

India is currently at position 48 in the innovative global index of 2021 because of its deliberate huge and sustained investment into technological

infrastructure (Global innovative index, 2020). There is a gap in India, especially when it comes to the supply of the technologically skilled and trained workforce in the market. However, many players in the apparel industry in India employ the use of HR technologies to carry out recruitment and selection processes based on the huge applications they receive. In terms of internet stability, India is ranked at position 70 out of 180 countries on a comparison of median fixed broadband speed and 115 positions out of 138 countries when the comparison is carried out based on median mobile internet speed (Thakur 2022).

3.3.5 Environmental factors

India is concerned with different forms of pollution that may affect the quality of its environment. Thus, the environment protection law of 1980 and the water prevention and control of pollution act of 1974 apply directly to the clothing industry as there are concerns that the textile industry is among the leading environmental pollutants in the country.

3.4 Why go there?

Expansion into the city of Mumbai is informed by the availability of labor and the market for Uniqlo products. The rich diversity in the city, considering that it is an alpha city, also increases the possibility of recruiting not only the Indians but also people from all over the globe. The unemployment rates, together with relatively low consumer disposal income, also mean that the labor in the Indian city will be relatively cheaper than in Japan. The relatively stable and accessible internet connection also creates an opportunity for HR technologies. However, the concern in the market comes from rich Indian traditions and culture, as well as religious intolerance, which might affect human resource activities such as recruitment. Uniqlo's weakness going into the market in India will face great challenge based on its policies that greatly favor a nationalist approach, considering that it largely depicts and the Japanese even in its HR practices.

4. HR THEORIES

Uniqlo's success in Mumbai city needs to embody a contingency approach in order to register improved organizational performance. A contingency approach is concerned more with the consideration of the prevailing situation in the market to inform the management behavior of the organization (Vidal et al. 2017). In other words, Uniqlo needs to consider human resource practices based on market dynamics. The contingency approach will help Uniqlo to fit into the Mumbai market because of the differences in culture between the host country and the parent country.

First, Uniqlo will be assured of better organizational performance when it considers skills and training levels in Mumbai and offers appropriate training

and development to help boost the capacity of the workforce depending on the gaps experienced. This is informed by the fact that where the level of technological expertise in the Indian market is relatively low, it might need to assess Uniqlo's HR team to gauge the capability in the market to inform proper training and development processes to guarantee improved performance. This will be unique to the Indian market rather than making it an organizational culture.

Secondly, social and cultural practices in India seem uncondusive to outsiders because of the traditional approach that sees native languages and religions thriving. the cases of intolerance based on religious beliefs mean that Uniqlo is quite limited in terms of recruitment approaches. Thus, based on the prevailing scenario in the host country, it will be important that Uniqlo adopts a polycentric recruitment method. However, the difference in cultural practices between the host country and the parent country and the desire of Uniqlo to retain its brand and core competencies in the market, recruitment and selection processes polycentric strategy. the use of the polycentric recruitment method will be aided by the fact that India has relatively stable internet connectivity that will support HR technologies such as the virtual recruitment process. Moreover, the fact that Mumbai is an alpha city also means that people from all backgrounds reside there and therefore, the right candidate can be sourced.

5. HRM PRACTICES

Uniqlo's quest to achieve better organizational performance hinges on key human resource practices such as recruitment and selection, training and development and HR technology.

5.1 Recruitment and selection

Recruitment entails searching and obtaining potential job candidates who will fill vacancies in the firm. Selection involves evaluating and deciding who is the best fit for the available job position. Recruitment and selection processes are very important since they ensure that the organization has the needed skills to fulfill different operations. the staffing approach best fitting Uniqlo in Mumbai is the polycentric approach. A polycentric approach entails filling up positions by natives in the host country, in this case, India. the high level of intolerance along religious lines, the possibility of the language barrier and high unemployment rates in the country might make the place uncondusive for foreign nationals to guarantee better organizational performance. Moreover, India also has a large workforce based on its high population, with Mumbai only serving as home to 22 million people (Macro Trend 2022). the largest population dimension entails people aged between 15 and 64 years old, which is the employable workforce.

Uniqlo needs to consider a contingency approach when it comes to the recruitment and selection of employees. the first consideration should be Parent-country nationals, especially at key management levels within the organization. the decision is influenced by India and Japan's different cultural practices, with Uniqlo's core competencies anchored on Japanese culture. It is only through parent-country nationals that it will maintain organizational performance. However, the bulk of the workforce needs to come from host-country nationals based on the availability of labor in the Indian market. the high rate of unemployment in India and lower disposable income also mean the labor in the market will be cheaper. Moreover, the availability of stable internet connection means that recruitment practices can be done online where advertisement and recruitment process done online to allow the company to attract huge applicants to increase the chances of tapping the best brains in the market.

5.2 Training and Development

As demonstrated above, the labor force in the Indian market will need some training and development in order to align with Uniqlo's organizational culture and, therefore, guarantee effective organizational performance. the use of ADDIE will be helpful to Uniqlo in training its employees.

5.2.1 Analysis

As Uniqlo seeks to move into the Indian market, training will be necessary for both host-country nationals and parent-country nationals to help them fit into the work environment and guarantee expected organizational performance. Training will be critical in addressing the existing gaps in the human workforce's capability and capacity. While it is expected that host-country nationals will have knowledge of the organizational culture, the differences in core competencies of Uniqlo are expressed by its insistence on Japanese tradition. This means that gap exists among host-country nationals; therefore, it comes in the form of a lack of knowledge of organizational culture as well as a lack of technological know-how. Secondly, the parent-country national will also have a gap in the knowledge of the host culture that will help them fit into the unique cultural environment in the host country. Therefore, the best way to address these concerns would be through training. First, for the host-country nationals, induction training will be necessary to introduce them to Uniqlo's culture, structure, and organization to help contribute to better organizational performance. In the same way, aware of the technological knowledge limitation in the market, job training with the aim of increasing the knowledge of the host-country nationals. However, expatriate cultural awareness training will

be handy for parent-country nationals to prepare them for roles in the host country. **5.2.2 Design**

Table 1: Learning objectives

Timeline	1-3 months	3-6 months	6- 12 months	1-2 years	Over 2 years
Induction training	Acquaint new employees with the organization's culture and environment	Develop a sense of belonging	Maintain a healthy relationship with colleagues		
Job training	Provide job-related knowledge and skills	Influence change of attitude of workers	Improv efficiency of workers	Improve productivity of workers	
Cultural awareness	Familiarity with the host culture	Learn native language	Familiarity with host country environment		

5.2.3 Develop the training program

In developing the training program, the primary consideration for Uniqlo would be to focus on the participation of trainees to carry them along and encourage their participation. the Indian society has a near balance of collectivist and individualistic attributes that will inform the nature of training. While it is important to give direction to those in training, it is also important to allow them the freedom to participate in the learning process. Secondly, relevance will also be important because appropriate knowledge will help employees to fit in their environment and discharge their duties effectively.

5. 2. 4 Implementation

Uniqlo will be successful in guaranteed organizational performance through the training processes in ensuring the training materials are availed. the key considerations should include a clearly defined learning outcome, method of delivery, whether online or physical and the testing procedure to evaluate mastery of content. 15

5.3 Human Resources Technology

Technology is an integral element in human resources as it impacts organizational performance. HR technology can help in better management of human resources. As Uniqlo seeks to expand into the Indian market, it seeks to bank on relatively stable internet connectivity for mobile broadband and fixed broadband internet speed. One of the primary functions that HR technology will help Uniqlo properly manage the human resource in Mumbai will the talent acquisition. the fact that Uniqlo will be seeking to recruit employees from the native market means that HR technology will help in sieving through thousands of applications and guarantee the selection of the best and most talented individuals into the workforce. For instance, e-recruitment is particularly important because it allows for an expedited hiring process, thus saving time and resources. Moreover, the efficiency brought about the e-recruitment will particularly allow Uniqlo to immediately impact the Mumbai market as it will reduce biases that might come with physical recruitment.

6. IMPACTS OF HRM PRACTICES

Human management practices have a significant impact on human resources and the organization at large.

6.1 Organizational performance

The use of a mixed staffing approach will ensure that Uniqlo is equipped with the best people to carry out its operations in India. It will help appeal to the local market and ensure the organization maintains its core competencies. Thus, the organizational performance will be experienced in the form of market performance where Uniqlo will gain improved market share in Mumbai. Employees' training and development will also improve organizational performance since all employees will have the required knowledge and skills to perform their different roles. Furthermore, the use of HR technology will ensure market performance as the system will allow Uniqlo to tap into the best talents in the market, which will help in driving sales and capturing the market. Arguably, the objective of any company entering Uniqlo when entering a new market is to capture the market and gain market share.

7. RECOMMENDATIONS

Having analyzed the HRM practices for Uniqlo in the Indian city of Mumbai. Thus, the following recommendations will be worthy for Uniqlo's HR director to consider.

First, on the aspect of training and development, the director needs to consider deeply training in cultural awareness for its employees both from the host-national country and parent- national country to make them prepared for the work environment. This is informed by reported social intolerance in India and also varied cultural differences between the host and parent countries.

Secondly, on HR technology, the HR director needs to fully take advantage of the reasonably stable internet access, connectivity and skills to carry out a wide range of human resources activities, including recruitment processes, because of its efficiency and low cost.

The HR director might also consider a mix of the polycentric and ethnocentric international recruitment process in order to strike a balance between maintaining the organizational culture while also appealing to the domestic market.

8. CONCLUSION

India forms a good prospect for Uniqlo. the high population will provide an effective market and labor for the company. the favorable legal, economic, social, technological, and political environment will make it easy for Uniqlo to excel in the country. the company should adopt an appropriate approach to staffing, training and developing its employees and have effective reward systems to motivate them. However, the concern over some elements of social intolerance and the difference in culture between the host and parent country means that Uniqlo will need to employ the use of HR technology to carry out recruit staff from the native market while also keeping elements of the parent country nationals into the company.

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Research on The Impact of Study Tourism on Local Cultural Inheritance and Socio-Economic Development

Beisi Ouyang

Changsha Normal University, Changsha 410100, China

Abstract: As a form of activities combining learning and tourism, research tourism is considered to be an effective way to promote local cultural inheritance and social and economic development. This paper analyzes the role of study tourism in promoting local cultural cognition, protection and inheritance, as well as its direct contribution to local economy and employment, and the driving effect of infrastructure construction. The results showed that the study tour stimulated students' interest and attention to local culture, and promoted the inheritance and protection of local culture. The results of the study provide useful reference and reference for local governments and tourism practitioners by increasing employment opportunities and promoting the improvement of local infrastructure construction and investment growth.

Keywords: study tourism; cultural heritage; economic development

INTRODUCTION

As a form of activity that combines learning and tourism, research tourism has received extensive attention and practice around the world in recent years, and local cultural inheritance and social and economic development are therefore facing many challenges and opportunities [1]. On the one hand, the effects of globalization have led to the dilution and loss of local cultures, and traditional knowledge and skills are at risk of decline and loss. On the other hand, socio-economic development requires more innovation and competitiveness, and local culture, as a unique resource and advantage, has great potential to inject new vitality into the local economy. Therefore, it is of great theoretical and practical significance to conduct in-depth research on the impact of study tourism on local cultural inheritance and social and economic development.

1 THEORETICAL FRAMEWORK OF CULTURAL INHERITANCE AND SOCIO-ECONOMIC DEVELOPMENT

1 Promotion of cultural inheritance to socio-economic development

Tourism and cultural industries: the unique cultural heritage and traditional art forms of the region have become important resources for tourism and cultural

industries, contributing to economic growth and job creation [2].

Cultural and creative industries: Cultural inheritance stimulates the development of cultural and creative industries, promotes the prosperity of creative products, design, cultural and artistic performances and other fields, and injects new impetus into economic growth. Brand building and cultural identity: Local brands and cultural symbols formed by cultural inheritance can enhance local image and competitiveness, attract tourists and investment, and promote economic development and local development.

2 Support for cultural heritage in socio-economic development

Investment and conservation: Socio-economic development provides financial and resource support for the conservation and restoration of cultural heritage, preserving and passing on heritage of historical, artistic and cultural value.

Education and training: Socio-economic development provides education and training opportunities for cultural inheritance, cultivates professionals and traditional craft skills, and ensures the transmission and development of traditional skills.

Social participation and community support: the promotion of social and economic development has promoted the active participation of communities and stakeholders in cultural inheritance activities, formed social consensus and support, and promoted the sustainable development of cultural inheritance.

2 THE IMPACT OF STUDY TOURISM ON LOCAL CULTURAL HERITAGE

2.1 The impact of study tourism on local cultural cognition

1 The role of study tourism in promoting local cultural cognition

Provide hands-on contact and experience opportunities: Study tours enable students to participate in local cultural activities, visit museums, visit historical sites, etc., and deepen their experience and perception of local culture [3].

Broaden the field of knowledge: Through visiting cultural attractions and interacting with local people, students can understand the local history, art, religion, customs and other aspects of cultural knowledge.

Develop cross-cultural understanding and communication skills: Study tours provide a platform for cross-cultural exchange, where students engage and communicate with people from different cultural backgrounds, promoting the awareness and understanding of multiculturalism.

Strengthen emotional empathy: Through hands-on experience and participation, students are able to establish an emotional connection with the local culture, enhance their sense of cultural identity and emotional resonance, and thus cherish and respect the local culture more.

2 The sustainable impact of study tourism on local cultural heritage

Stimulating cultural interest and participation: the experiential nature of study tours makes it easier for students to become interested in local cultures and may motivate them to participate in related cultural heritage activities.

Cultivate successors of cultural inheritance: Through the experience of study tourism, students' awareness and love of local culture may prompt them to become successors of cultural inheritance and promote the inheritance and development of local culture.

Enhance awareness of local cultural protection: the experiential process of study tourism allows students to experience the uniqueness and vulnerability of local culture first-hand, and enhance their attention and awareness of cultural protection.

2.2 The role of study tourism in promoting the protection and inheritance of local culture

1. Study tourism excavates and protects local cultural resources

Discovery of cultural resources: Study tours enable students to personally contact and experience local cultural resources, including traditional handicrafts, monuments and sites, folk culture, etc., and stimulate interest and attention to these resources.

Protection of cultural resources: Study tours usually cooperate with local cultural protection institutions and communities to strengthen the protection and management of cultural heritage and ensure the sustainable inheritance of cultural resources.

2 Study tourism inherits and promotes local traditional knowledge and skills

Transfer of traditional knowledge and skills: Study tours provide opportunities to learn traditional knowledge and skills, such as traditional handicrafts and folk customs, to help students understand, learn and pass on these traditional knowledge and skills.

Promotion of traditional knowledge and skills: Through the promotion and publicity of study tourism, local traditional knowledge and skills have been more widely recognized and disseminated, which is conducive to improving the awareness of social recognition and protection of these traditional cultures.

3. the promotion and innovation of research tourism to local culture and education

Promotion of local culture education: Study tours provide opportunities for practical learning, immerse students in the environment of local culture, and promote students to have a deeper and more comprehensive understanding of local culture through field trips and experiences.

Innovation in local culture education: the study tour innovates the traditional classroom teaching mode, enabling students to learn and perceive local culture through personal experience and practice, enhancing the interactive and participatory nature of learning.

2.3 The driving force of study tourism to local cultural innovation

1 The significance of study tourism to local cultural innovation

Environment for Cultural Innovation: Study tours provide opportunities for students to interact and experience local cultures, creating a positive environment and atmosphere for local cultural innovation.

Integration of tradition and modernity: Through students' understanding and experience of local traditional culture, the study tour promotes the integration of traditional culture and modern needs, and promotes the innovation and development of local culture.

2. Promotion of local cultural innovation by study tourism

Stimulating innovative thinking: the study tour encourages students to actively observe, think and ask questions, stimulates their innovative thinking and imagination, and provides new perspectives and ideas for local cultural innovation.

Encourage cultural and creative activities: Study tours provide students with the opportunity to participate in cultural and creative activities, such as traditional handicraft production, art performances, etc., which stimulate students' creativity and innovation.

Cultivate innovative talents: Study tourism cultivates students' interdisciplinary comprehensive ability and innovative spirit, and provides strong talent support and resource reserves for local cultural innovation.

Promote the development of cultural industries: the promotion of local cultural innovation by study tourism has also led to the development of cultural industries and promoted the innovation and promotion of cultural products and services.

3 Effects and results of local cultural innovation

Cultural products and brand innovation: Through the in-depth understanding and experience of local culture, the study tour stimulates the innovation of local cultural products and brands, and enriches the connotation and extension of local culture.

Cultural Activities and Festival Innovation: Study tourism promotes the innovation and development of local cultural activities and festivals, and enriches local cultural life and tourism experience.

Social impact of local cultural innovation: Through the promotion of study tourism, local cultural innovation

enhances local cultural self-confidence and social cohesion, and injects new impetus into the development and progress of local society.

3 THE IMPACT OF STUDY TOURISM ON SOCIO-ECONOMIC DEVELOPMENT

3.1 The direct contribution of study tourism to the local economy

1 Tourism expenditure and consumption growth

Tourist expenditure: Research tourism activities attract a large number of tourists, who consume tourism services, transportation, accommodation, shopping, etc., which brings direct expenditure growth to the local economy.

Tourism consumption chain effect: Study tourism has driven the development of tourism consumption chain, such as the growth of catering, accommodation, transportation and other related industries, and further promoted the development of local economy.

2 Tourism infrastructure construction and investment growth

Tourism infrastructure construction: the rise of study tourism has prompted local governments to increase the construction of tourism infrastructure, including transportation, communications, accommodation, tourism facilities, etc., improving local tourism service capabilities and tourist experience levels.

Investment growth: Study tourism has attracted a large number of investments, including the development and improvement of tourist attractions, the construction and upgrading of tourism facilities, etc., which has promoted the investment growth and industrial upgrading of the local economy.

3 Enhance local economic competitiveness and sustainable development

Economic diversification: the development of study tourism promotes the diversification of the local economy, reduces the dependence of the local economy on a single industry, and increases the resilience and sustainability of the local economy.

Local brand building: Through the promotion of study and tourism activities, local governments can create unique tourism brands and images, enhance local popularity and attractiveness, and enhance the competitiveness of local economies.

3.2 Impact of study tourism on local employment

1 Increase in employment opportunities

Employment in tourism service industry: the development of study tourism has created a large number of employment opportunities for the tourism service industry, including tour guides, tourism consultants, receptionists, transportation practitioners, etc., providing a variety of career options.

Employment in cultural and educational industry: the promotion of study tourism has promoted the development of cultural and educational industry, involving educational institutions, study travel agencies, cultural activity organizations, etc., providing stable employment for practitioners.

2 Improvement of employment quality

Improvement of vocational skills: Study tourism encourages practitioners to continuously improve their professional skills and knowledge, such as tour guide service skills, cultural interpretation ability, cross-cultural communication, etc., so as to improve the competitiveness and service quality of employees.

Improvement of working environment and welfare: With the development of the research tourism industry, relevant enterprises and organizations have provided better working environment and welfare benefits for practitioners, and increased employees' job satisfaction and welfare protection.

3 Promote local economic and social development

Employment and social stability: the development of study tours increases employment opportunities, reduces unemployment, and helps maintain social stability and reduce social inequality.

Economic growth and social integration: the promotion of study tourism has promoted the growth of the local economy, provided more wealth and opportunities for the society, and promoted the integrated development of the economy and society.

3.3 The driving effect of study tourism on local infrastructure construction

1 Promotion of tourism infrastructure construction

Transportation infrastructure: the rise of study tourism has promoted the improvement and construction of local transportation infrastructure, including the construction of roads, airports, railway stations and other transportation facilities, which has improved the convenience and mobility of local tourism transportation.

Accommodation facilities: the development of study tourism has led to the increase and improvement of local accommodation facilities, including hotels, hostels, homestays, etc., to meet the needs of tourists for safe and comfortable accommodation.

2 Construction of facilities and equipment for tourist attractions

Construction of cultural attractions: the demand for cultural attractions in research and tourism activities has promoted the construction and improvement of facilities and equipment of cultural attractions, such as museums, cultural sites, traditional craft exhibition centers, etc., which has enhanced the display and visiting experience of scenic spots.

Innovation and improvement of tourism facilities: the development of research tourism has promoted the innovation and improvement of tourism facilities, including tour guide equipment, multimedia displays, interactive experience facilities, etc., which enhance tourists' sense of participation and experience value.

3 Investment growth in infrastructure construction

Investment attraction and promotion: As a rising form of tourism, study tourism has attracted a large number of investments, including government investment and private investment, which has promoted the growth of investment in local infrastructure construction.

Improvement of economic benefits: the improvement and increase of local infrastructure construction provide better conditions for research tourism, further enhance the economic benefits of tourism, and form a virtuous circle.

EPILOGUE

As an innovative way of education and tourism, study tourism has an important impact on local cultural inheritance and social and economic development. Further deepening research and strengthening cooperation will help promote the sustainable development of research and tourism, promote the inheritance and innovation of local culture, and make greater contributions to the prosperity and sustainable development of local social economy.

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The Application of Cloud Accounting in Enterprise Accounting Informatization Under the Background of Big Data

Zhihua Cao

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Under the background of big data, social production and life activities show the characteristics of information, automation, digitalization and intelligence, which has changed the mode of social production and life to a certain extent, and also improved the comprehensive quality and efficiency of social production and life. Big data has accelerated the process of enterprise management reform, in which cloud accounting has played a very significant and important advantage and value in enterprise accounting management, and successfully created good conditions for enterprise operation and development. In this paper, the application of cloud accounting in enterprise accounting informatization under the background of big data is analyzed in detail and explored in depth.

Keywords: Big data background; Cloud accounting; Enterprise operation and management; Informatization development

1. INTRODUCTION

In the era of rapid development of digital technology and information technology, the enterprise construction information accounting management mode has become an inevitable trend, so enterprises should speed up the reform process of accounting information, so as to enhance the core competitiveness of the enterprise market. Considering the current situation of enterprise accounting informatization reform, there are still many problems and difficulties. Although some enterprises deeply understand the importance of accounting informatization, the progress of informatization reform is stagnant and slow, resulting in enterprises losing the opportunities and advantages of accounting informatization creation. Therefore, based on the advantages of cloud accounting in enterprise accounting information management, enterprises should build a scientific management system around cloud accounting application, and adopt a series of reasonable and feasible cloud accounting application countermeasures, aiming to help enterprises complete the task of accounting information reform as soon as possible.

2. THE APPLICATION ADVANTAGES OF CLOUD ACCOUNTING

2.1 Low cost

Enterprises will produce a large amount of accounting information in daily production and operation activities, which undoubtedly increases the difficulty of accounting and management. Therefore, the accounting department of enterprises needs sufficient human resources to complete daily accounting work with quality and quantity, so as to ensure the stability and safety of production and operation of enterprises. Although increasing the number of accounting posts can improve work efficiency and quality, it will also produce huge accounting management costs, which will cause a heavy burden on the enterprise economy. On the contrary, the application of cloud accounting can play a role in reducing the cost of accounting management, and also ensure the comprehensive quality and efficiency of accounting and information processing [1]. For example, the application of cloud accounting can obtain accounting information anytime and anywhere in the cloud, and can use mobile phones, tablets, computers and other terminals to deal with accounting business. In this way, even in the face of massive accounting information, the information can be processed in a short time, which simplifies the accounting management process to a certain extent and reduces the difficulty and workload of accounting work. It can also save a lot of accounting management costs.

2.2 Flexible and simple

Accounting management is the core of enterprise operation and management, which has a great impact on enterprise economic security and financial security. Therefore, accounting management should have the characteristics of timeliness, and it is necessary to collect, sort out, calculate and analyze accounting information in the first time, so as to extract valuable information for enterprise operation. Traditional enterprise accounting management requires accountants to use fixed computer equipment in the office, once they leave the accounting office, it is difficult to deal with accounting information in a timely manner, which may cause huge economic losses to enterprises. the application of cloud accounting can avoid the above situation, mainly because cloud accounting has strong flexibility and simplicity, accounting personnel can use mobile phones, tablets and other devices to achieve mobile office or remote

office, the process only need to log in to the cloud accounting port, can obtain the required accounting information from the cloud, and carry out related accounting and management work.

2.3 High security

In an environment of increasingly fierce market competition, accounting information often determines the business decisions of an enterprise, which shows that accounting information is crucial to the development of an enterprise, accounting information is highly confidential, and once leaked, it will bring business risks to the enterprise, which requires the enterprise to improve the security and privacy of accounting information [2]. Although the traditional enterprise accounting management will install a variety of security software, but it is difficult to eradicate the risk of accounting information disclosure. the application of cloud accounting can use the power of professional teams to protect information and data, mainly the technical team of cloud accounting service providers, which effectively improves the security of enterprise accounting information.

3. THE APPLICATION COUNTERMEASURES OF CLOUD ACCOUNTING IN ENTERPRISE ACCOUNTING INFORMATIZATION

3.1 Scientific selection of cloud accounting providers

Under the background of big data, the application of cloud accounting in enterprise accounting management needs to pay attention to the security of accounting data information. Based on the deployment mode of cloud computing, massive accounting information will be stored in the same cloud. If the cloud storage center is attacked or destroyed, it will easily lead to leakage and loss of important data and information, which will naturally cause unforeseen harm to enterprises. Based on this, the application of cloud accounting in the construction of enterprise accounting information must put information and data security in the first place, so the scientific selection of cloud accounting providers has a certain necessity and importance. With the rapid development of the field of information technology, large and small cloud accounting providers have sprung up. Although they have successfully promoted the development of the field of cloud accounting, they have also increased the complexity of the cloud accounting market environment, which requires enterprises to keep their eyes open and do a good job in market research, and choose strong, reputable and good service providers. Avoid affecting the quality of enterprise accounting information construction.

3.2 Customize the cloud accounting application service model

Private cloud, hybrid cloud and cloud leasing are the common cloud accounting models in the current market, and different cloud accounting models have great functional differences. In order to avoid affecting the efficiency of enterprise accounting information management, it is necessary to select cloud accounting service models according to the actual needs of

enterprises. For example, small and medium-sized enterprises with less accounting information and business can choose the cloud leasing model with lower cost. For some large enterprises, they often need a higher level of security and need to deal with a large number of accounting businesses, they can choose the private cloud service model.

3.3 Strengthen the emphasis on accounting information security

Although cloud accounting can create great value for enterprise accounting information management, in the final analysis, it still needs professional accounting personnel to implement specific work, which will inevitably occur a series of artificial errors, mistakes, and even lead to the disclosure and loss of confidential information, so the application of cloud accounting should also do a good job of information security protection. Based on this, the enterprise should increase the security awareness training of accounting personnel and help all accounting personnel establish a strong security awareness, such as requiring accounting personnel to strictly abide by the rules and regulations formulated by the enterprise whether in the enterprise office or in the remote office, so as to avoid the leakage of cloud accounting information. In addition, from the perspective of cloud accounting providers, it is necessary to carry out regular maintenance and upgrade management of the cloud, as well as a comprehensive understanding of the application needs of enterprises for cloud accounting, so as to make scientific improvement and research and development of cloud accounting service functions.

3.4 Strengthen the construction of accounting teams

Applying cloud accounting to build enterprise accounting information management mode, we need to pay attention to strengthening the construction of accounting team, mainly to ensure that every accounting personnel has the ability to use cloud accounting and can skillfully apply cloud accounting for office. Therefore, enterprises should implement skill training for accounting personnel, set up training courses around cloud accounting, and regularly carry out skill assessment work, and transfer and demission of those who cannot master cloud accounting application technology, aiming at building a high-quality information accounting team.

4. CONCLUSION

To sum up, under the background of big data era, enterprise accounting management should accelerate the pace of information construction, improve the comprehensive level of enterprise accounting management, and create favorable conditions for enterprise operation and development. In this paper, from four dimensions of strengthening the construction of accounting team, strengthening the emphasis on accounting information security, scientifically selecting cloud accounting providers, and customizing cloud accounting application service mode, this paper puts forward the effective countermeasures of applying

cloud accounting to realize enterprise accounting informatization.

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Discussion On the Reform of Information Technology Teaching in Higher Vocational Colleges from the Perspective of Moocs

Junjie Chen

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: At this stage, the economic basic knowledge of our country is very strong, and education also has a new vitality, rapid development, make the field of education have taken place earth-shaking changes. Especially in the teaching of information technology in higher vocational colleges, teachers can introduce MOOCs into it, and ensure the pertinence of the teaching program and MOOCs, and strive to make every student's learning meet their own requirements, so as to cultivate high-quality talents and make contributions to the country.

Keywords: MOOC; Higher vocational colleges; Information technology; Teaching reform

I. PROBLEMS EXISTING IN INFORMATION TECHNOLOGY TEACHING IN HIGHER VOCATIONAL COLLEGES AND THEIR SOLUTIONS

1.1 Lack of advanced teaching content

Due to the limitation of teaching resources and the deficiency of teachers' own knowledge structure, many higher vocational colleges are unable to provide advanced information technology teaching content, such as big data, artificial intelligence, etc., which makes many students unable to access advanced information technology knowledge, affecting the career development of teachers. In order to solve this problem, higher vocational colleges need to strengthen the construction of teachers, improve their professional level and teaching ability, and increase the investment in teaching resources to provide more advanced teaching content [1].

1.2 The deficiency of teachers' own knowledge structure

As the development of information technology is very rapid, teachers need to constantly learn and update their knowledge structure in order to better guide students. However, many teachers lack the motivation and opportunity to learn and update, resulting in their own knowledge structure is relatively old, unable to meet the needs of teaching. In order to solve this problem, higher vocational colleges must build a high-quality teacher team, and provide teachers with more training and learning opportunities, so as to help teachers update their knowledge structure and improve their personal teaching level.

ACADEMIC PUBLISHING HOUSE

2. THE REFORM MEASURES OF INFORMATION TECHNOLOGY TEACHING IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF MOOCS

2.1 Teachers should do a good job in the design of classroom teaching

In the view of MOOCs, the reform of information technology teaching in higher vocational colleges is to adapt to the rapid development of modern educational technology and information technology. At this time, teachers need to do a good job in the design of classroom teaching, in order to improve students' information technology level and application ability. First of all, teachers should clarify their teaching objectives and make reasonable teaching plans. In the context of MOOCs, teaching objectives should pay more attention to cultivating students' information technology application ability, including information retrieval, information processing, information analysis, etc., and teaching plans should also be formulated according to teaching objectives and students' actual situation, including teaching content, teaching methods, teaching progress, etc., to ensure that the entire teaching meets students' needs. Secondly, teachers should choose appropriate teaching resources, including MOOCs, network resources, teaching materials, etc., to enhance the interest of teaching. When choosing teaching resources, teachers should take into account the actual situation and needs of students, select targeted and practical teaching resources, and then pay attention to the copyright and copyright costs of resources, so as to use them without infringement, so as to make teaching more efficient. Third, teachers need to make reasonable use of classroom teaching methods to improve students' information technology application ability [2]. In this regard, teachers can adopt a variety of teaching methods, such as task-driven, problem-oriented, group cooperation, etc., and choose appropriate teaching methods according to the teaching objectives and teaching contents to achieve the best teaching effect and let students receive efficient education. Finally, do a good job of teaching evaluation and feedback to understand the students' learning situation, timely adjust the teaching plan and teaching methods. For this process, teaching evaluation can adopt a variety of

ways, such as classroom tests, homework, group discussions, etc. At the same time, teachers should timely adjust teaching plans and teaching methods according to the evaluation results, which is an important means to improve teaching quality and effect. If it is missing, teaching will lose its sequence, so it must be avoided. Finally cultivate more talents with the ability of information technology application.

2.2 Ensure the diversity of teaching forms

At present, the reform of information technology teaching in higher vocational colleges can only pay attention to the diversification of teaching forms in order to better meet the learning needs of students and improve the teaching effect. The main reason is that MOOCs can provide various forms of teaching resources, such as video courses, online experiments, discussions and exchanges, examinations and tests, etc., and these resources can also be presented in various ways, such as video, audio, graphics, animation, etc., so that teaching becomes more intuitive, reducing students' learning pressure and mastering more useful knowledge. Moreover, MOOCs can also support mixed online and offline teaching mode, so teachers can flexibly arrange online and offline teaching activities according to students' situation and needs, such as online independent learning, offline group discussion, experiment and practical training, etc., so as to improve students' learning efficiency and practical ability and lay a foundation for future development. In addition, it can promote cooperation and communication among teachers. Generally, through sharing teaching resources and experience, teachers can update teaching content and methods in a timely manner, so that teaching is no longer so boring, arouses students' interest, and improves teaching quality and level.

2.3 Choose MOOCs video

At present, the information technology teaching in higher vocational colleges chooses reasonable MOOCs videos in order to enrich educational resources, broaden students' horizons, and meet the diversified needs of students. First, choose MOOCs videos according to students' level and needs. Because the difficulty and content of MOOCs videos should be appropriate to students' level and meet their actual needs, if students have mastered basic programming skills, they can choose more advanced programming courses; If students need to master some practical software application skills, then they can choose the corresponding software application courses, the ultimate purpose is to consolidate their own foundation, improve the level of students' skills, so that they can find the ideal job in the future. Second, carefully review the quality and content of MOOCs videos. When selecting MOOCs videos, it is very important to carefully review the quality and content of the videos, which is the most important means to ensure that the teaching content of the videos is scientific, rigorous and practical, the explanation of the videos is clear and

easy to understand, and the videos are well-produced and interesting. In this regard, teachers can judge the quality of MOOCs videos by checking the comments, ratings, the number of students and other indicators. Strive to provide high quality MOOCs videos to students, so as to enhance the effectiveness of teaching. Finally, select MOOCs video according to the actual situation. When selecting MOOCs, it is necessary to combine the actual situation and consider the actual situation of students, teaching resources and teaching plans of the school, because if it exceeds the expectation, a lot of money will be invested, and even the teaching effect will not meet the standard, which is equivalent to "picking the sesame and losing the watermelon", which is extremely unreasonable [3]. Therefore, it is necessary to combine the actual situation and consider from many aspects. If the school has a certain teaching resources and plans, then you can choose the matching MOOCs video; If students have special learning needs, then they can choose more personalized MOOCs videos. Only by adhering to people-oriented, can vocational colleges win a good reputation, attract more students, and promote their own development.

3. CONCLUSION

In modern society, the development of the Internet is getting faster and faster, pushing our country to the forefront, and the connection between various countries is also getting closer and closer, which has important help for the development of the country, improve economic benefits, and change people's living environment and quality of life. In the field of education, with the proposal of MOOCs, traditional teaching has been impacted to some extent. If higher vocational colleges want to change the teaching of information technology, they must comprehensively consider the advantages brought by the application of MOOCs, make preparations for the reform, and then carry out reforms under the vision of MOOCs to enrich educational resources, broaden students' horizons, and enable them to master more knowledge. This is helpful for both teaching and student development.

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Thoughts On the Integration of Ideological and Political Education and Mental Health Education for Higher Vocational College Students

Cunjian Cui

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: With the development of network technology, college students can surf the Internet anytime and anywhere, and get more information from the network, and this information has good or bad, which has a certain impact on students. At this time, higher vocational colleges must pay attention to students' ideological and political education and mental health education, and integrate the two, educate students from an all-round perspective, help students establish a correct outlook on life, values and good moral quality, so that students will not be affected by the network environment, efficient learning, healthy growth.

Keywords: Higher vocational college students; Ideology and politics; Mental health; conformity

1. THE DIFFERENCE BETWEEN IDEOLOGICAL AND POLITICAL EDUCATION AND MENTAL HEALTH EDUCATION OF HIGHER VOCATIONAL COLLEGE STUDENTS

The first is the goal: ideological and political education mainly focuses on students' political stance, ideological concept and moral character, aiming to help students establish a correct world outlook, outlook on life and values, and form good moral character and behavior habits. Mental health education is mainly concerned with students' mental health status, aiming to help students improve their psychological quality, prevent and alleviate psychological problems. Secondly, methods: the methods of ideological and political education include theoretical teaching, social practice, criticism and self-criticism, heart-talking, etc., aiming to help students establish correct ideological concepts and moral qualities through various ways [1]. the methods of mental health education include psychological testing, psychological counseling, psychological treatment, etc., aiming to help students solve psychological problems and improve psychological quality through professional means. Thirdly, the content: the content of ideological and political education includes the basic theory of Marxism, the theoretical system of socialism with

Chinese characteristics, and the core values of socialism, which aims to help students establish a correct world outlook, outlook on life and values. the content of mental health education includes mental health knowledge, psychological problem identification, psychological adjustment methods, etc., aiming to help students improve their psychological quality, prevent and alleviate psychological problems. Finally, the subject belongs to: ideological and political education belongs to the category of political science, is one of the important branches of ideological and political education. Mental health education belongs to the category of psychology and is one of the important branches of psychology. In short, although there is a certain connection between ideological and political education and mental health education, there are obvious differences in objectives, methods, contents and subject belonging. In the actual education work, it is necessary to use a variety of educational means according to the actual situation and needs of students, combined with the characteristics of ideological and political education and mental health education, to promote the all-round development of students.

2. THE STRATEGY OF THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND MENTAL HEALTH EDUCATION OF HIGHER VOCATIONAL COLLEGE STUDENTS

2.1 The integration of teachers' educational concepts
In the whole integration process, the integration of teachers' educational concepts is a very important step. Teachers need to recognize that students' mental health and ideological and moral qualities are interrelated, and then cultivate them together. Specifically, teachers can realize the integration of educational concepts from the following aspects: ① Comprehensive educational concepts: not only pay attention to students' knowledge and skills, but also pay attention to the development of students' emotions, attitudes, values and other aspects. Subjective education concept: teachers need to respect the principal status of students, give play to the principal role of students, encourage students to actively participate in learning, positive

thinking, independent problem solving, and cultivate students' independent learning ability and innovative spirit. ③ Mental health education concept: teachers need to realize that students' mental health quality has an important impact on their ideological and moral quality, pay attention to students' mental health education, help them solve psychological problems, thereby cultivating students' psychological quality and psychological adaptability. ④ Ideological and political education concepts: Teachers need to realize that ideological and political education is not only to impart knowledge, but also to guide students to form correct values, outlook on life and world outlook, and then pay attention to ideological and political education to help students establish correct ideological concepts and moral standards [2]. Discipline integration education concept: teachers need to realize that ideological and political education and mental health education are interrelated disciplines, should be integrated with each other, and then carry out disciplinary integration education, ideological and political education and mental health education organic combination, jointly promote the comprehensive development of students. In short, the integration of teachers' educational concepts is one of the important strategies for the integration of ideological and political education and mental health education of higher vocational college students. By realizing the integration of educational concepts, teachers can better help students develop in an all-round way and cultivate talents with good ideological and moral quality and psychological quality.

2.2 Integration of teaching methods

The integration of teaching methods can be achieved in the following ways: ① Classroom teaching: Classroom teaching is a traditional teaching method, which can integrate the content of ideological and political education and mental health education through explanation, discussion and case analysis, so that students can better understand and master relevant knowledge. ② Practical experience: Practical experience is a teaching method that pays attention to students' participation and experience. Students can experience and feel the content of ideological and political education and mental health education in the actual situation by organizing students to participate in social practice, volunteer service, psychological counseling and other activities, and enhance students' emotional identification and behavioral consciousness.

③ Interactive communication: Interactive communication is a teaching method that focuses on teacher-student interaction and communication. Through classroom discussion, group cooperation, role playing and other ways, students can fully express their views and ideas, and then teachers will guide and correct them to enhance students' critical thinking ability and self-expression ability. Situational simulation: Situational simulation is a teaching method

that focuses on the creation of situations. Through simulating the actual situation, students can play different roles and experience different emotional and psychological states, so as to better understand the content of ideological and political education and mental health education, and enhance students' emotional experience and emotional identification. Through the integration of the above teaching methods, students can accurately understand and master the content of ideological and political education and mental health education, enhance emotional identification and behavioral consciousness, and thus improve the teaching effect.

2.3 Integration of teaching evaluation

First, establish a comprehensive evaluation system. By combining the teaching objectives, teaching contents, teaching methods and teaching evaluation of ideological and political education and mental health education, a comprehensive evaluation system is established to comprehensively evaluate students' learning results and comprehensive quality. Secondly, the content and methods of evaluation should be diversified [3]. In teaching evaluation, in addition to the traditional knowledge mastery evaluation, it should also include students' emotions, attitudes, values, mental health and other aspects of evaluation, in order to fully understand the comprehensive quality of students. Then a variety of evaluation methods, such as questionnaire survey, observation, interview, etc., are used to obtain more comprehensive and accurate information, so as to better guide students' ideological and political education and mental health education. Finally, establish the feedback mechanism. After teaching evaluation, timely feedback evaluation results to students and teachers, and adjust teaching strategies according to the feedback results to improve teaching quality and effect. Through the above measures, it can promote the integration of teaching evaluation of ideological and political education and mental health education of higher vocational college students, improve teaching quality and effect, and promote the overall development of students.

3. CONCLUSION

It is understood that in recent years, more and more college students have psychological problems, and these types of psychological problems are diverse, such as depression, depression, autism, etc., around the vibrant college students, to the mental health of college students have an impact, but also hinder the healthy development. the main reason for this is that ideological and political education and mental health education have not played a role and are mere forms. From the perspective of college students, it is necessary to master professional skills, but also to let themselves have a good psychological state, and school, family, society are all environmental factors that affect the psychological state of students, the person in charge of all parties must correctly guide students and promote development. the same is true of higher

vocational colleges, which must integrate ideological and political education and mental health education, adopt correct means to help college students establish correct values and develop good moral quality, so that they can become useful talents to the society.

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Introduction To the Teaching Reform and Implementation of Traditional Chinese Medicine Harvesting and Processing Technology Course

Jinfang Hu

Zibo Vocational College, Shandong, China

Abstract: Chinese medicine harvesting and processing technology is an important link in the traditional Chinese medicine industry chain, this paper mainly discusses the exploration of the teaching reform of traditional Chinese medicine harvesting and processing technology from the aspects of taking the campus as an important place for practical training courses, leading the teaching with scientific research, improving the quality of teaching, field internships, and combining the internship assessment into a single one, aiming at improving the learning effect and quality of students, and contributing to the reform of teaching mode of the traditional Chinese medicine courses.

Keywords: Harvesting and Processing of Chinese Medicines; Teaching Reform

1. INTRODUCTION

Chinese medicine harvesting and processing technology refers to the technology of harvesting and origin processing treatment of plants, animals and minerals as the source of Chinese herbal medicines under the guidance of the theory of traditional Chinese medicine, which is an important step before Chinese medicine concoctions and Chinese medicine preparations, and it has an important impact on the quality and safety of Chinese medicine tablets and proprietary Chinese medicines. the course of Chinese medicine harvesting and processing technology in Chinese medicine majors of higher vocational colleges and universities in China can make up for the students' lack of knowledge about the quality of Chinese herbal medicines and improve the curriculum system of the Chinese medicine industry chain. However, the learning effect of students after the course is not ideal, so it is necessary to explore the teaching reform of Chinese medicine harvesting and processing technology course [1].

2. ANALYSIS OF THE CURRENT SITUATION OF THE TEACHING OF CHINESE MEDICINE HARVESTING AND PROCESSING TECHNOLOGY COURSES

Chinese medicine harvesting and processing technology course is too strong practical, and different medicinal materials in different producing areas, different medicinal parts of the harvest year, harvest season and harvest time is different, different medicinal materials do not use medicinal parts of the processing process varies greatly, practical training courses to carry out the difficulties of the higher vocational colleges and universities to open the course of the proportion of the lower part of the institutions to open the process of the theoretical course is mainly to show the harvesting and processing process can not be intuitive, the students experience a poor. Students have a poor sense of experience. And the course for the group is the sophomore students of higher vocational colleges, this group has less sensory knowledge of the original plants of traditional Chinese medicine, self-control ability is poor, do not like to face the purely theoretical content of the course of traditional Chinese medicine harvesting and processing technology, the students' interest in learning is low, and the learning effect is poor. Such a teaching mode is not in line with the requirements of comprehensively promoting quality teaching, nor is it in line with the needs of students' physical and mental development, and the teaching effect is not good. In order to further improve the effectiveness of teaching, actively promote the new curriculum, comprehensively improve the quality of teaching, we must deepen the reform of classroom teaching, the implementation of quality education classroom teaching mode.

3. TEACHING REFORM IDEAS OF CHINESE MEDICINE HARVESTING AND PROCESSING TECHNOLOGY COURSE

In the context of employment-oriented vocational education, we should reform the current teaching mode of traditional Chinese medicine harvesting and processing technology course which is mainly based on theoretical courses, increase the proportion of hours of practical training courses, and explore the methods and approaches available around us to open practical training in traditional Chinese medicine harvesting and processing technology.

3.1 Use of the campus as an important venue for practical training courses

The development of practical training lessons in the course of Chinese medicine harvesting and processing technology can start from inside and outside the campus. Although the campus is the place where students usually live, however, the herbs in the campus will not be paid attention to by every student, the reason is mainly that students are not familiar with the herbs and can't connect the theory and practice well together. Therefore, the practical training course of Chinese medicine harvesting and processing technology starts from inside and outside the campus, where herbs such as small artichoke and Glossy Privet Fruit can often be found. Among them, artichoke is a very good medicine for cooling blood and stopping bleeding, which can dissipate blood stasis, detoxify and eliminate carbuncle, and Glossy Privet Fruit can nourish the liver and kidney, brighten the eyes and darken the hair. Through the campus practical training, not only can we improve the students' learning enthusiasm and experience, but also solve the problem of difficulties in conducting practical training classes, which is two birds with one stone.

3.2 Leading teaching with scientific research to improve teaching quality

Census of Chinese medicine resources is a very important topic for the profession of traditional Chinese medicine, the significance of the census is not only to find out the bottom of the Chinese medicine resources, safeguard the inheritance of traditional Chinese medicine, and explore the future development path of traditional Chinese medicine, but also to achieve the purpose of educating the people, so that the students who participate in the census unknowingly appreciate the hardship of the work of the census and the importance of unity and cooperation, and are subconsciously imbued with the culture of traditional Chinese medicine in the process of the census, and take the initiative to inherit and carry forward the culture of Chinese medicine to contribute their youthful strength to the development of the cause of Chinese medicine. In the process of census, students will be imbued with the culture of traditional Chinese medicine, take the initiative to inherit and develop the culture of traditional Chinese medicine, contribute their youthful strength to the development of the cause of traditional Chinese medicine, and grow up to be high-quality technical and skilled talents in traditional Chinese medicine. Therefore, the survey of Chinese medicine resources can be used as the second practical training class of the course of Chinese medicine harvesting and processing technology.

In 2018 and 2019, our university undertook the task of census in two districts and counties in the fourth national census of traditional Chinese medicine resources, and the hardship of the census required the census team members to have the excellent qualities of hard work and endurance, so after layers of assessment

and selection, the census team absorbed 10 sophomore students majoring in traditional Chinese medicine.

Before the census, the team members learned about the methods and precautions of the Chinese medicine resources census, the technical specifications of the census and the use of the database system. During the census, the team pulled sample squares according to the requirements of the census, counted the types and quantities of wild medicinal plant resources, recorded the altitude, latitude and longitude, and collected high-quality medicinal herbs specimens. In the process of census, combined with the actual census, the teacher would explain to the students from time to time the knowledge involved in the professional courses, the students collected plant specimens and carefully observed under the teacher's leadership, so that the students in the process of census to improve the interest in learning and learning effect, teachers and students unity and cooperation, high efficiency and comprehensive ability to be improved.

3.3 Fieldwork, internship exams combined into one

Chinese medicine field internship is one of the compulsory courses for students majoring in traditional Chinese medicine. Selecting areas rich in traditional Chinese medicine resources and conducting a one-week field internship can improve students' cognitive level of medicinal plants and enhance the practical ability of traditional Chinese medicine harvesting and processing technology.

In recent years, our school has selected the areas rich in Chinese medicine resources such as Laoshan in Qingdao as internship bases, and the internship process includes five links such as on-line teaching, field knowledge of medicinal plants, specimen collection, specimen production, preliminary processing of medicinal plants and final examination. Under the careful guidance of professional teachers, students familiarize themselves with the morphological features and medicinal parts of common medicinal plants, master the ability to identify the names of medicinal plants and the methods of specimen collection, pressing and production, and preliminary processing of origin, which lays a good foundation for the study of other professional courses.

4. CONCLUSION

By exploring the practical training avenues around us to carry out the practical training course of Chinese medicine harvesting and processing technology, it not only enriches the knowledge of medicinal plants of the students of this specialty, enhances their interest in the discipline of traditional Chinese medicine and broadens their professional horizons, but also accomplishes the teaching objectives of the practical training course of traditional Chinese medicine harvesting and processing technology, grasps the technical skills of the harvesting and processing technology of traditional Chinese medicine, exercises the will of the students, and further enhance their discipline and the sense of unity and cooperation, lays

the foundation for cultivating high-skilled talents of traditional Chinese medicine who have both virtue and talent and reaches the expected effect.

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Development And Innovation of Environmental Accounting Theory and Practice

Chenhong Ji

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: With the development of economy and the continuous advancement of urban construction, in the new era background, people's quality of life and living standards are rapidly improved, and there are higher requirements for living environment. In the process of economic development, it will inevitably have some impact on the environment, and even cause damage to the natural environment, because the development of human society is carried out by natural resources, development and environmental protection are closely related, and how to coordinate the relationship between the two has become a key topic. the emergence of environmental accounting theory and practice can solve the problem between economic development and environmental protection to a certain extent, and coordinate the relationship between economy and environment. Therefore, this paper will study the development and innovation of environmental accounting theory and practice.

Key words: Environmental accounting theory; Practice; Development; Innovation

1. INTRODUCTION

In the past few decades, China has achieved leapfrog development and is at the forefront of the world in many aspects. However, in the process of economic development and national construction, there are some problems that need to be paid more attention to in the following development and construction, that is, environmental issues, environmental issues are as important as economic development, and sacrificing the environment in exchange for rapid economic development is not sustainable. In the past few decades, China has put the economic development in a very important position, therefore, the development of environmental protection and other work is ignored, although the economic development to a very high level, but the environment is also affected by a certain extent, which is not conducive to the sustainable development of our country. At the same time, people's requirements for the quality of living environment are getting higher and higher. Therefore, the country has put environmental protection on the priority of development work, and the emergence of the theory and practice of environmental accounting is to better implement China's sustainable development strategy

and China's green development strategy, to avoid economic development caused damage to the environment. the following will analyze the development status and innovation of environmental accounting theory and practice.

2. THE DEVELOPMENT OF ENVIRONMENTAL ACCOUNTING THEORY AND PRACTICE

The theory and practice of environmental accounting is a kind of professional accounting, which contains the elements that accounting should have. It is formed on the basis of general accounting, but it is not completely based on the theory of information labor value. It also adds environment-related elements, including environmental costs, environmental benefits, environmental assets and other environmental elements. Environmental accounting analyzes problems from the perspective of social benefits, comprehensively analyzes the impact of economic activities and social activities on the environment, and manages economic activities and social activities according to the results obtained by environmental accounting. the development of environmental accounting theory and practice has a very important significance to environmental protection. In the past, the economic development did not put the environmental protection in a key position, the economic development sacrificed some environmental interests to a certain extent. But today, our country is gradually increasing the attention of environmental protection and expects to realize economic sustainable development. Therefore, the theory and practice of environmental accounting has its value. Able to coordinate the relationship between economy and environment [1].

Among the relevant theories, the paper discusses the aims and objectives of environmental accounting theory and practice. Its basic goal is to quantify environmental resources by means of accounting and realize the measurement, reaction and control of environmental resources, so as to enhance environmental benefits, coordinate the contradictions between economy and environment, and improve the environmental problems existing in the development process. Optimize the quality of our economy and development. Through the application of

environmental accounting theory and practice, guided by the requirements of environmental macro-management, the economic activities of enterprises are controlled and constrained, so that enterprises can reduce their impact on the environment and promote the rational use of resources when carrying out economic activities, so as to achieve sustainable economic development. During the specific implementation of the theory and practice of environmental accounting, the consumption, value of natural resources and environmental protection expenditure will be analyzed to analyze the feasibility and environmental impact of economic activities, so as to provide a reasonable basis for our country and the local environmental policies [2].

Since 1990's in the last century, our country started a study in the theory and practice of environmental accounting, in the 21st century today, environmental accounting theory has gradually tended to a mature, and guides our economic development and construction work, plays an important role in our country's sustainable development and green development. Today, although the theory of environmental accounting has become mature, the theory and practice of environmental accounting are still in constant development and innovation, and in modern times, their development and innovation are faced with new problems, limited by research work, the research direction of environmental accounting theory is not clear, and there is a phenomenon of research duplication between different teams and individuals. the research process is also relatively slow, which is due to the lack of communication among researchers. In addition, the study of accounting theory is not deep and the application of the situation is low, can not be effectively applied to the actual work.

3. THE DEVELOPMENT AND INNOVATION OF ENVIRONMENTAL ACCOUNTING THEORY AND PRACTICE

3.1 Adjust the working ideas

For the innovation of environmental accounting theory and practice, we should first adjust our working ideas. Environmental protection is a long-term work, and environmental protection has different needs in different periods, and economic and social construction is constantly in progress, and there are some differences in the contradiction between environment and economy in different periods. Therefore, the research and innovation of environmental accounting theory and practice should be based on the different background of the Times and combined with specific circumstances. Adjust your work thinking. First, it is necessary to clarify the ideas of innovation and development, clarify the direction of innovation and development requires close communication between personnel of different institutions, strengthen the connection between practice and theory, and clarify the research direction in the discussion and analysis. Second, the adjustment

of work ideas should be combined with the specific situation, China's economic development status, environmental protection status, environmental protection policy, in-depth study, understand the needs of society and enterprises, promote the rationality of environmental accounting.

3.2 Environmental accounting and practical development path

The development and innovation of environmental accounting theory and practice should be realized from many aspects. First of all, we should actively learn from the experience of the development of accounting theories. Accounting and environmental accounting have a lot in common. We should actively learn from their development experience to promote the development and innovation of environmental accounting theories and practices. In the process of innovation, we should bring into play the function of macro-regulation of the government, combine with the specific conditions of economic development of our country, ensure environmental benefits while promoting the sound development of our economy. Secondly, the direction of innovation can break through the contents of financial performance and environmental performance, summarize the development law, constantly explore, comprehensively consider the relationship between accounting work and environmental measurement, and restrict enterprise activities according to the impact of enterprise activities and environment. Third, in the development and innovation of environmental accounting theory and practice, the government should exert its own supervision function, ensure the practicality and science of innovation, improve the environmental audit standards, verify the environmental information of enterprises, and put forward targeted strategies according to the data obtained from environmental accounting work to reduce environmental damage and control environmental problems.

4. CONCLUSION

In the process of economic development, environmental protection is very important. Only by coordinating the relationship between economy and environment can we ensure the healthy development of economy, and the development and innovation of environmental accounting theory and practice can achieve the purpose of healthy economic development. In the process of innovating the theory and practice of environmental accounting, we should change the idea of work, adjust the content according to the actual situation, and exert the value of the theory and practice of environmental accounting.

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Expressive Painting's Emotional Experience in Preschool Children's Art Education

Guoqiang Li^{1, 2}

¹School Of Education, Linyi University, Linyi, Shandong, China;

²Philippine Christian University, Manila City, Philippine

Abstract: In the history of Western art, expressive painting has its unique spiritual characteristics and painting narrative mode. In the initial stage, from the emphasis on self-expression of emotion, to the later strengthening of subjective emotion and the diversity of picture characteristics, never confined to the objective image of the object, the use of multiple languages to express, to exaggeration or deformation of the subjective creation of the picture, all reflect the painter's own subject role. Based on the characteristics of expressive painting, this paper focuses on its relevance to the expression of preschool children's painting, focusing on the reconstruction between them and the aesthetic and emotional experience of children's painting.

Keywords: Expressive painting; Expressionism; Art Education; Preschool children's drawing

1. INTRODUCTION

1.1 Research background

With the development of science and education, art education is also an important part of national education. People pay more and more attention to children's preschool education, which plays an immeasurable role in fully discovering children's comprehensive defects. With the development of society, there are higher requirements for the cognition and expectation of children's art education.

1.2 Research status

Due to the narrowness of art education for preschool children and the lack of systematic, forward-looking and innovative implementation of art education, Therefore, Fan Dian'an, president of the Central Academy of Fine Arts, put forward at the 2018 International Fine Arts Education Conference: "Can art change the world? In what ways does art change the world? While the answers can be found in history, today we face a changing world. What power does art or art education have to change it ". Thus, it can be seen that the current art education is solidified and limited. Therefore, according to the new situation, we need to put forward new ideas for social development.

1.3 Research purpose and significance

In this paper, mainly in the content and way of preschool children's art education to further broaden the diversity of painting perception, further enhance children's painting perception, so as to promote

children in the background of art education, showing a comprehensive ability. Its value lies in further discovering and cultivating children's curiosity and creativity, which is mainly reflected in the improvement of children's innovative thinking ability, inclusive and comprehensive aesthetic quality and the promotion of self-development.

1.4 Literature review

Since the "85 New Wave" art trend in China, the domestic recognition of Western art has become broader and broader. The artist's creation also showed a shift from the traditional thematic creation of "red and bright" to more abundant and diverse creation, Especially the internal thinking of artists and the exploration of painting noumenon language. In some domestic literature studies, expressionism in the study of form and style, For example, Guo Xiaohui's Western abstract expressive painting "expresses her feelings directly" in Art Education Research; The influence of German Expressionism and neo-expressionism on Chinese contemporary expressive painting in Yi Xiaolang's Grand View of Fine Art; Peng Xiaohang's expressive painting and optimized language in Art Observation, These documents are discussed from the perspectives of form, technique, aesthetics and art history.

Art is one of the five major fields of preschool education, and there are many related researches and literatures, especially the discussion of painting for preschool children. For example, the embodied time and space of preschool children's painting in Art Education by Zhang Dongfang; Bi Shengnan in "Art Education" preschool children's painting color emotion expression; Teng Xueqin's research on the painting color and psychological development of preschool children in Modern Decoration, These literature materials are basically analyzed from the practical research of preschool children's drawing.

Through the search of the above literature, the emotional experience of expressive painting in preschool children's art education as the theme, the comparison and aesthetic experience of children's painting in the style of painting schools are relatively less. Therefore, in the research and narrative of the article, focus on strengthening their internal logical connection, further expand the preschool children's painting more possibilities, and enrich the form of

preschool children's painting and aesthetic understanding.

1.5 Theoretical review

In the process of writing the article, I looked up some theoretical materials to find theoretical support and speculation for expressive painting and art education. By reading John Berg's *The Way of Seeing*, Leo Tolstoy's *What Is Art*, Kandinsky's *On the Spirit of Art*, Dot, Line and Plane, Greenberg's *Art and Culture*, Freud's *Introduction to Psychoanalysis*, Dewey's *The Essence of Education*, Danto's *The End of Art*, Claire Golumb's *Psychology of Children's Painting*, and other books, To further understand and recognize the essence of painting and the inner logic in art education.

2. AN OVERVIEW OF EXPRESSIVE PAINTING

2.1 Expressionism

As an important school in the history of Western art, expressionism is a very important trend of thought in literature and art in Europe. Expressionism is a special term for art history and art criticism. It generally refers to a trend of thought and a specific school. It is used to summarize a style or technique, which has a very important influence on modern art history. The latter period had influence in various fields in Europe, such as fine art, fiction, poetry, drama, music and other art forms.

The term was first used in 1901 by French painter Julien Auguste Eve to distinguish his paintings from impressionism. Since then, under the influence of literary trends, German painters have made bold creation in the form of painting, and gradually formed the form of painting with its own cultural connotation.

2.2 Expressive painting

Expressive painting has broad sense and narrow sense. In a broad sense, all paintings are expressive, because fine art cannot exclude the element of expression. In the narrow sense, expressive painting is a category corresponding to representational painting. It comes from Western modernist expressionist painting and integrates many modern art elements. Since Cezanne, painting has presented a variety of directions, such as Cubism and brutalism, which were also influenced by Van Gogh and Gauguin. Both of them made bold attempts on the structure and color emotion of later art, and the language factors of rationality and spirituality also appeared in painting.

Expressive painting first emphasizes subjective feelings in art and pays attention to the expression of personal emotions. Secondly, in the purity of artistic language, it uses exaggerated, deformed and abstract expressions to release inner troubles and express inner feelings in the objective world. Moreover, personal feelings should have the meaning of existence, that is, sociality.

3. THE DEVELOPMENT OF EXPRESSIVE PAINTING

3.1 The rise of expressive painting

Expressive painting, which appeared in the late 19th century, was influenced by painters such as Van Gogh, Munch, Klimt and Ensor. In particular, Norwegian painter Munch greatly influenced German expressionist painting.

3.2 Bridge society period

3.2 Bridge society period

The first expressionist society in Germany was founded by painters who rejected the traditional academic style of painting called the Bridge Society. The subjective feeling of art mainly comes from individuals, who express themselves with fresh shapes, strong colors and radical brushstrokes. The representative figure of this period is Kirchner, Kirchner's *Berlin Street Scene* also played an important role in the Bridge Society period.

3.3 The Young Knight Society

The mature stage of expressionism was marked by the establishment of the Young Knight Society. The Young Knight painters did not pay attention to the visible external world, but paid more attention to the spiritual world and the expression form of painting. The representative figure of this period is Kandinsky.

3.4 The New Objective Society period

In the later period of German Expressionism, they cared about the problems of form and spirit, and criticized and reflected reality in a real way. Their works showed distinct social and political characteristics. The representative figure of this period is Beckman, representing the *Carnival as Beckman*.

3.5 American abstract expressionist art

Under the influence of German expressionism, abstract Expressionism is an art trend in the United States led by the New York School of Painting. Similarly, the political reasons for the urgent need for the establishment of a cultural empire in the United States, and the promotion of some commentators such as Greenberg, further promoted and influenced the rise and development of abstract Expressionism in the United States. Although abstract Expressionism has a variety of painting styles, they all have one thing in common: The painting style is bold, rough, sharp, and large. At the same time, the paintings have strong colors, which often produce accidental effects.

Jackson Pollock, the main force of the abstract Expressionist movement, took drip painting as his personal painting face, and Willem de Kooning, another abstract Expressionist master, was one of the most important figures of abstract Expressionism. Throughout his life, the human body was the subject of his paintings, and landscapes and writing were the materials for his abstract development. He incorporated radical artistic ideas into his art world. Extreme painting is also full of beauty.

American abstract Expressionist art incorporated European cubism, surrealism, and expressionism into his large and powerful paintings, integrate radical artistic ideas into his own art world, greatly promoting the tension of individual works of art.

As a native American art genre. Although he still has a lingering sense of modernist painting, he has developed a strong contemporary tendency and has

been deeply imprinted by American culture. Since then, New York has gradually become the center of world art.

3.6 German neo-expressionist art

German art in the early 20th century absorbed and developed the nutrition of modern art, integrated into the German spirit, and created art that had a great impact on the world art. At the same time, the emergence of neo-expressionism art in the 1970s and 1980s showed the cultural characteristics of Germany after the Second World War with strong painting language. Representative painters: Barceliz, Kiefer, etc. Among them, Barceliz is particularly representative. He uses improvisational creation methods and artistic styles to express the painter's emotions. Kiefer is the most important contemporary German artist, and his works contain deeper and more hidden political connotations.

The emergence of German neo-expressionism is determined by the cultural consciousness of its internal logic. In terms of painting expression, it is more about choosing the culture gene that grows inward. the infiltration of this kind of language makes German art have a clear position in the world art history, and also promotes the development of contemporary art. For example, Kiefer's creative techniques are more diverse. He uses various forms of real objects such as clay and grass to create works, which is innovative in content and presents unique picture features in expression, with strong personality. It also reflects the cultural background and social reality of Germany at that time. Therefore, the tight and bold brushstrokes, bright colors, passionate emotions, distorted and funny images shown in the works of neo-expressionism, as well as the references of various materials, all reflect the artist's strong spirit of political participation and social criticism.

3.7 The influence of Expressionism on China

After the "85 Art Trend of Thought ", the forms and ideas of Chinese art creation were further opened. Artists began to pay attention to and absorb western modern art and concepts, and all kinds of art styles from the Western modern art came to China, bringing rich spiritual food to the Chinese art circle. During this period, many artists absorbed and borrowed the style and ideas of expressionism. the entry of Western art schools made many artists turn to their own internal spiritual thinking, namely, self-expression. In particular, expressionism inspired many contemporary Chinese artists to create forms.

The influence of German art has brought an active atmosphere to the creation of Chinese oil painting. Meanwhile, German literature and philosophy have also brought ideological guidance to the creation of art. Drawing on the creation form and combining with the factors of local regional culture, many arts have absorbed some forms of expressionism to express the experience of China.

4. OVERVIEW OF ART EDUCATION FOR PRE-SCHOOL CHILDREN

4.1 Art education for pre-school children

Art education is an important part of preschool children's education. Preschool children's art education has the characteristics of combination of formal beauty and image beauty, catharsis and purification, creation and operation, games and other activities, freedom and guidance.

There is great potential for children's original expression. Children aged 0 to 6 years old are in the process of gradually knowing and touching the living environment around them. In this process, there is also a very strong desire to express, whether it is babbling, twisting dance steps, random graffiti all reflect the personality and nature of children at this stage.

The essence of art education lies in cultivating talents. However, cultivating artistic talents now does not mean cultivating "art for art's sake" artists. What's more, in this process, educators should give students a general pattern of accepting everything. "Art and design will grow alongside other fields in the future," said Nalin Barfield, provost of the Royal College of Art. The diversity of education has led us to look for ways and tools, although in using them, the main goal is to harness children's curiosity to their full creativity, as well as cooperative individuals.

4.2 Graffiti painting in art education for preschool children

As a symbolic symbol, painting is one of the important manifestations of human mind and development. In the process of children's development, painting, oral language and dance are all ways for them to know the world and communicate. Graffiti is a way to draw what children know, see and think, and show it freely and consciously. It is a natural reflection and expression of children's nature and personality. Although graffiti works are difficult to be associated with art, we can find their commonality, such as surrealist painter Miro's works and American graffiti art Keith Haring and Basquiat's works. the difference between children's graffiti and adult artists is that graffiti is a natural and free expression of feelings, a pure expression of life, and an infinite play of creativity.

The use of preschool children's painting characteristics, consciously performance painting as a practical operation into the children's art curriculum, targeted experience, performance art education is conducive to strengthen children's art education in the natural life impulse and create impulse, and strive to understand and inspire them to boldly express themselves in the preschool period to obtain a variety of experience and personality differences, respect the children Basic feelings and expressed desires.

5. EXPRESSIVE PAINTING IN PRESCHOOL CHILDREN ART EDUCATION EXPERIENCE AND DEVELOPMENT STRATEGY

5.1 Respect the difference, take care of the child's natural impulse of life

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Combined with the characteristics of children's art, give full play to their desire to draw, using interested graffiti styles, targeted release children's experience of happiness in painting. In the process of children's creation, there is nature, the creation of the work has internal rules, but through its own feeling and experience is different, thus, the personality of each work will be highlighted, so in accordance with the rules and children's growth of the common relationship and internal logic, to fully care for and respect the child's individual differences, on this basis, painting is no longer a show of skills "Is more about the expression of self-character, temper and inner language. Based on this understanding, we should be good at finding the corresponding mode from the framework of the history of art, and effectively protect the impulse and stimulation of children's inner life.

As the former Soviet educator Sukhovsky once said, "The practice of education has convinced us that every student's personality is different, and the task of cultivating the next generation of new people should first develop this difference, independence and creativity of each student. "

5.2 Play artistic intuition, experience expressive painting form

Croce believes that the essence of art is intuition, the source of intuition is emotion, intuition is lyrical expression. Intuition is the starting point of cognition. It shows people's subjective feeling in the form of art, which is still a special attribute of art. In fact, this is also in line with the law of expressiveness. If you have the shackles of your intention (what you want to express), it is a taboo in creation to impose something around the "theme". "Intuitive" awareness is precious and fleeting. Therefore, in art education, children are constantly inspired and guided to observe and distinguish the specific characteristics of various objects, develop their understanding through intuitive feeling, improve their artistic expression ability, and liberate them from the conceptual expression. For example, in the process of showing some images, children consciously strengthen the features of objects. Even, this kind of performance is not restricted by time, space and structure, and has a strong intuitive performance.

On the basis of providing space for children's painting creation, especially showing a relaxed and active atmosphere and activating relevant concepts in children's cognitive structure, it advocates openness, exploration and self-individuality, and the use of various materials to consciously and purposefully exert children's autonomy.

5.3 Guide multidimensional perspective and cultivate associative observation and performance

The form of observation is mainly reflected in the mode of observation. the observation of children should be presented from multiple perspectives, multi-level and multiple contexts. The way of observation determines the direction of children's thinking and

reflects their way of thinking in painting. How to give full play to children's initiative in the world and original desire for expression is to guide children to reasonably observe the images to be displayed. This process should encourage and mobilize children to imagine the connection between objects and images in their minds as far as possible. Through a series of cultivation, it helps children develop expansive thinking and good habits. Through organizing and creating new images, students' self-feeling ability to objective things is further enhanced and enriched the expression form of children's painting.

5.4 Optimize the evaluation method to enhance children's interest in painting

The purpose of art education for preschool children is to reflect the way for children to express their emotions and catharsis. Based on such an understanding, the painting of preschool children does not exist on the painting works of the stereotype of the evaluation, so stimulate the students' desire to paint, the correct play of evaluation helps to cultivate students' confidence and sense of achievement. Evaluation includes process evaluation and outcome evaluation, which is student-oriented and optimizes the evaluation mode. the purpose is to enhance children's interest in painting and enhance their motivation. In the process of completing the work, comprehensive evaluation and individual evaluation are combined. It is also an evaluation of students' observation and analysis, innovation ability, practical ability, cooperation ability and positive attitude.

Process evaluation, that is, during the whole painting activity, observe the students' emotions at any time, draw the language, listen to record the advantages of the accident, always think positively and imagine boldly, and encourage all the students to think positively and imagine. This evaluation method attaches importance to the evaluation of students' participation and the dynamic process of thinking creation. As for the heavy result of the traditional evaluation mode, the single evaluation of the result is more to affect the enthusiasm of children to participate in painting and their own character tempering.

On the one hand, the mode of evaluation is to improve the aesthetic diversity, the process of expressing diversity, and the orientation of presentation is to let children participate boldly and actively show. This process can also guide the child's self-evaluation to participate in the drawing process. On the other hand, through the process of each presentation, let students self-communication, self-presentation process, through careful observation, communication, process evaluation is helpful to cultivate children's effective observation and self-evaluation, more effectively improve the interest in painting.

6. CONCLUSION

The development of preschool children's art ability is sequential and phased, regardless of national boundaries and gender, all the children with normal

physical and mental development, the order of their art ability development is surprisingly consistent. Through the paintings of children at different stages, we can see the feeling, memory, cognition, thinking and other states of the child at this stage, as well as the development level of his muscle coordination, operation ability and control ability.

A complete art education helps to further improve children's ability of observation, association and expression, especially in creative expression. Expressive painting consciously introduces the experience process of children's painting, its purpose is to use the interlinked and internal connection between them, help to do a good job for the evolution of children's painting itself to guide the similarity, but also to further enrich and improve the model of preschool children's art education.

Expressive painting thinking and integration into children's art education is conducive to enriching children's painting cognition, and also conducive to children's emotional experience in painting art education. Therefore, in the process of children's art education, painting experience is no longer a simple experience of painting skills, but more emotional expression of children's painting art, more unconscious expression or specific emotional expression. The experience of painting for children is more a way of expression or carrier, through which children's psychology and emotions can be understood. Expressing the concept of art education and integrating it into children's education should not only allow children to find suitable language for their expression in the process of painting experience, but also show a variety of art world through the brushes in their hands. More importantly, they should devote themselves to the research of teaching methods, the innovation of teaching model and the thinking of teaching results.

7. CONFLICTS OF INTEREST

The authors should declare, " the authors declare (s) that there is no conflict of interest regarding the publication of this article. "

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The Strategy of Cultivating "Craftsman Spirit" In Vocational Education of Higher Vocational Colleges in the New Era

Dan Liu

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: With the reform and innovation of education in our country, great changes have taken place in many ways of education and teaching, among which vocational education in vocational colleges should focus on cultivating students' "craftsman spirit", because in the background of rapid social development, the demand for talents in all walks of life is also changing, not only the need to train technical and professional talents, At the same time, students also need to have the "craftsman spirit", so in the process of education, students should not only learn skills and knowledge, but also cultivate students' dedication, perseverance and other aspects of the spirit, which is of great significance for the development of the entire industry and their own growth. In this paper, the author analyzes the significance of vocational education training "craftsman spirit" in higher vocational colleges, and expounds the strategy of vocational education training "craftsman spirit" in new era.

Keywords: New era; Higher vocational colleges; Vocational education; "Artisan spirit"; Tactics

1. THE SIGNIFICANCE OF VOCATIONAL EDUCATION TRAINING "CRAFTSMAN SPIRIT" IN HIGHER VOCATIONAL COLLEGES

1.1 To meet the needs of manufacturing and transformation and upgrading

At present, the global market economy is gradually shrinking, and the competition between various industries is becoming more and more fierce, which leads to the economic cost of some manufacturing industries continues to increase, because China itself is a manufacturing country, but the manufacturing level and process of these industries are far lower than that of developed countries, and these low-end products can not help enterprises get more benefits. Over time, it will be eliminated by the market. Therefore, according to this situation, it is necessary to speed up the transformation and upgrading of various industries to help China's manufacturing industry constantly improve its level. As an important place to train professional and technical talents, higher vocational colleges must pay attention to the cultivation of students' "craftsman spirit", cultivate more outstanding talents for all walks of life, and provide support and

help for the transformation and upgrading of various industries.

1.2 To meet the needs of connotation development

For higher vocational colleges, it is not only necessary to reflect their own school-running characteristics, but also to actively improve and perfect the teaching concept and increase their own school-running strength, which is also the main problem to be solved by major higher vocational colleges at present. However, at this stage, there is a big difference between the talents trained by higher vocational colleges and the talents demanded by enterprises. Because at this stage, all industries in China are in the stage of structural adjustment, transformation, upgrading and improvement, so in this case, the requirements of enterprises for students gradually from the previous professional skills to comprehensive development, such as students' spiritual attitude, sense of responsibility, ideology, etc., which are of great significance for the long-term development of enterprises. In addition, in the process of education and teaching, vocational colleges only pay attention to the training of skills and technologies, and often neglect the quality education of students, which leads to the single professional skills, narrow knowledge and poor professional quality of some students. Therefore, according to this situation, in the process of education and teaching, strengthening the cultivation of students' "craftsman spirit" and ensuring that students have good professional quality is of great significance for students' career development, career planning and their own growth, and the school can also increase its core competitiveness.

1.3 To meet the needs of students' personal development

As more and more enterprises begin to pay attention to the "artisan spirit", the requirements for talents are getting higher and higher. Only talents with professional spirit and professional attitude can be favored and concerned by more enterprises, and employees with artisan spirit will continue to improve their own abilities in the subsequent work. At present, many students in higher vocational colleges have problems of low professional quality, such as not working seriously, poor communication skills, lack of cooperation awareness, etc. Therefore, cultivating

students' "craftsman spirit" in the process of education and teaching can help them better solve various problems in work and provide students with a broader space for development in the future [1].

2. VOCATIONAL EDUCATION IN HIGHER VOCATIONAL COLLEGES IN THE NEW ERA TO CULTIVATE "CRAFTSMAN SPIRIT" STRATEGY

2.1 The integration of artisan spirit and campus culture

The culture of a school represents the style, characteristics and spirit of the school, as well as the display of the soul and spirit of the whole school, but the campus culture needs a long time to accumulate and innovate. Therefore, according to this situation, the "craftsman spirit" and campus culture should be integrated, so that vocational colleges can focus on cultivating students' diligent, meticulous and excellence in actual education and teaching, and help students form a work style of love and dedication, continuous exploration, unity and cooperation, which is an important help for students to form good professional values. In addition, through the "craftsman spirit" to build a good cultural atmosphere, so that students actively learn knowledge content, as a higher vocational college management staff also need to set an example, through their own words and deeds to teach students, change the past only focus on grades, skill level, and strictly abide by the relevant rules and regulations. It lays the foundation for the integration of "artisan spirit" and campus culture [2]. Secondly, higher vocational colleges also need to do a good job in education according to their actual situation, build a new teaching model through the educational requirements of "craftsman spirit", and create a good learning atmosphere for students, which is of great help for students to actively participate in knowledge learning, improve their professional ability, establish correct moral thoughts, and clarify career goals. Finally, in the process of education and teaching in higher vocational colleges, it is necessary to realize the integration of campus and corporate culture as soon as possible, so that students can understand the culture of each enterprise and comprehend the value of corporate culture in the learning process.

2.2 The integration of craftsman spirit and ideological and political education

Under the influence of quality education and social development, ideological and political education has become the focus of attention. Ideological and political education not only helps students form good moral qualities, but also promotes their better growth. Therefore, ideological and political education should be combined with the "craftsman spirit" to guide students to understand the "craftsman spirit" in ideological and political education. To help students form correct thoughts and values. First of all, teachers in higher vocational colleges should avoid the mere form of education, guide students to start from daily

matters, list relevant cases for students, and carry out craftsman ideological and political education. At the same time, they also need to formulate targeted educational content according to the characteristics of different majors and professions, so as to enrich the teaching methods and strengthen students' understanding of "craftsman spirit". In addition, students will be encouraged to actively participate in professional learning, and the overall teaching quality and efficiency of teachers will be greatly improved. Therefore, the integration of "craftsman spirit" and ideological and political education is of great significance to the development of students, enterprises and schools.

2.3 The integration of artisan spirit and professional education

Professional education in higher vocational colleges contains many professional and technical contents, which have an important impact on students' work, development and growth. Therefore, the "craftsman spirit" and professional education are integrated to build a new professional education model for students, such as integrating various professional ethics contents into professional courses. Design a detailed education and teaching process, which can not only help students improve professional spirit and moral quality, but also promote students to understand more professional knowledge, help students understand how to deal with the world at work, learn to be a man, learn to team colleagues, and form a better career development environment for themselves.

3. CONCLUSION

To sum up, in this paper, the author analyzes the significance of vocational education training "craftsman spirit" to meet the needs of manufacturing and transformation and upgrading, to meet the needs of connotation development, and to meet the needs of students' personal development. Moreover, it expounds the strategies of the integration of craftsman spirit and campus culture, craftsman spirit and ideological and political education, craftsman spirit and professional education.

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Analysis Of Reinforcement and Renovation Methods for Concrete Structure Buildings

Zhichao Liu

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: This article conducts research on the current reinforcement and renovation methods for concrete structures, analyzes the characteristics of different methods, and proposes suggestions and prospects for the selection of reinforcement and renovation methods for concrete structures.

Keywords: Concrete Structure; Reinforcement; Renovation

1. INTRODUCTION

With the rapid development of China's economy, the construction industry has also developed rapidly. Concrete structure refers to a structure made of reinforced concrete with steel bars, which is increasingly used in practical construction projects. Due to the influence of various factors such as natural environment and human use, concrete building structures may have insufficient bearing capacity and excessive deformation, which requires reinforcement and transformation of concrete structure buildings. When designing the reinforcement and renovation of concrete building structures, appropriate reinforcement methods should be selected based on actual conditions to ensure the feasibility, economy, and other conditions of the reinforcement plan.

2. REASONS FOR REINFORCEMENT AND RENOVATION OF CONCRETE STRUCTURE BUILDINGS

2.1 Natural factors

Under external environment and usage conditions, structural materials and other materials are constantly subject to erosion from the external environment, resulting in deterioration of material performance and failure to meet the original design requirements of the building structure. For example, the erosion of steel bars, concrete, etc. by acid, alkali, or gas from factories, as well as environmental conditions such as high temperature, high humidity, freeze-thaw cycles, changes in temperature difference between day and night, and foundation settlement, can also cause structural defects such as cracks and insufficient bearing capacity.

2.2 Human factors

The human factors that cause the reinforcement and renovation of concrete structure buildings mainly include improper use of structures, structural overloading, design and construction errors, and untimely maintenance. For example, when a concrete

structure building is severely overloaded due to improper use, or when the original building is changed in use due to technological transformation or production process changes, it can easily lead to defects such as insufficient bearing capacity and reduced safety of the building structure [1].

3. METHODS FOR REINFORCEMENT AND RENOVATION OF CONCRETE STRUCTURES

3.1 Reinforcement method with increased cross-section

As a traditional and widely used reinforcement method, the method of increasing section reinforcement refers to enhancing the ultimate bearing capacity and stability of the original concrete structure building by increasing the cross-sectional area of the original concrete structure components or adding load-bearing steel bars. This concrete structure reinforcement method is easy to operate, has strong applicability, and has good economic benefits. But this method requires a longer maintenance and construction period, and it will also increase the self weight of the original structure, reduce the space used in the building, and have a certain impact on the surrounding environment [2].

3.2 Reinforcement method by changing the force transmission path of the structure

The reinforcement method of changing the force transmission path of a structure refers to adjusting the stress distribution, force transmission path, and constraint conditions of the entire structure by adding additional components and supports, adjusting the overall spatial interaction, and setting structural supports. For example, adding support points or joists in the middle of the beam or transforming a multi-span simply supported beam into a continuous beam can greatly reduce the calculated bending moment, increase the ultimate bearing capacity of structural components, and achieve the effect of strengthening the original building structure. This reinforcement and renovation method has the advantages of simple construction and reliable stress, but adopting this method will to some extent affect the use space of the building.

3.3 Steel bonding reinforcement method

Steel bonding reinforcement method is a reinforcement method that uses adhesive to attach steel plates to the exterior of components, and combines the steel plates with the original concrete components using adhesive

force. It can effectively improve the bearing capacity, ductility, stiffness, and other aspects of structural components. The advantage of this method is that it has a low impact on the building space, a short construction period, and the reinforced components in the structure are basically not damaged, which can fully play the role of the original components. However, this reinforcement method has high requirements for construction technology and requires strict adherence to relevant process procedures to ensure high quality.

3.4 Bonding carbon fiber reinforcement method

The bonding carbon fiber reinforcement method refers to a reinforcement method that uses adhesive to attach a new material carbon fiber to the surface of structural components, and enhances the bearing capacity of the components by working together under stress. This reinforcement method is suitable for concrete structural components and general buildings under various stress conditions, and has advantages such as corrosion resistance, excellent safety, and small environmental impact. However, using this method to reinforce building components requires high requirements for fire prevention measures, as well as construction techniques such as base treatment and material quality.

3.5 Prestressed reinforcement method

The prestressed reinforcement method is a method of reinforcing building structures using externally prestressed steel tie rods or shaped steel braces. This method is applicable to concrete load-bearing structures that require improved bearing capacity, stiffness, and crack resistance, as well as small space occupied after reinforcement. Adopting this reinforcement method can enhance the bearing capacity of the original component, reduce the deformation of the original component, and fully utilize the strength of the component material. In addition, using this method to reinforce building structures can also save costs and reduce the impact on normal life and production.

3.6 Replacement concrete reinforcement method

The replacement concrete reinforcement method refers to the method of replacing part or all of the original concrete structure with new concrete in an existing concrete structure to strengthen the concrete structure.

This method can not change the shape and load of building components, and it can also not affect the functionality of existing building structures. However, using this method may lead to issues such as weak bonding between new and old concrete, damage to the original component concrete and steel bars due to excavation, and long construction periods during wet operations [3].

4. CONCLUSION

With the development and progress of the construction industry, concrete structure reinforcement and renovation methods are gradually improving and maturing. Traditional reinforcement and renovation methods, as well as new material reinforcement and renovation methods, are increasingly widely used in practical construction projects. Due to the unique advantages, disadvantages, and applicability of various reinforcement methods, it is necessary to consider and select appropriate reinforcement and renovation methods for concrete structure buildings based on the specific problems that exist in practice, combined with safety, applicability, and other factors. I believe that with the continuous innovation in materials, technology, and other aspects in the future, effective and convenient reinforcement and renovation methods will definitely generate new development and breakthroughs, playing a good driving role for the development of the construction and civil engineering industry.

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The Reform Path of Business English Major Construction in Higher Vocational Colleges Under the New Format of Cross-Border E-Commerce

Yaxian Ren

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: In recent years, the development trend of cross-border e-commerce industry is good, and there is a large demand for business English talents. Under the new form of cross-border e-commerce, business English major in higher vocational colleges urgently needs to be reformed in order to cultivate new talents to meet the market demand, so as to help students improve the quality of employment and promote the development of cross-border e-commerce industry. This paper first expounds the practical teaching status of business English major in higher vocational colleges, and then puts forward the reform path of business English major construction in order to provide reference for the reform of business English major in higher vocational colleges.

Keywords: Cross-border e-commerce; Higher vocational education; Business English

1. INTRODUCTION

Cross-border e-commerce, as a new type of international trade and business activities, puts forward higher requirements for business English talents. Higher vocational colleges should pay attention to the dynamics of the cross-border e-commerce industry, appropriately adjust the talent training program, and cultivate high-quality composite talents for the industry, so as to promote the further development of the cross-border e-commerce industry. According to the survey and research, in addition to high oral English ability, the cross-border e-commerce industry also requires talents to master the international trade process and have a deep understanding of foreign culture, so that they can communicate smoothly with consumers.

2. LIMITATIONS IN TRAINING BUSINESS ENGLISH MAJORS IN HIGHER VOCATIONAL COLLEGES

The traditional business English major in higher vocational colleges focuses on cultivating students' oral English expression ability and international business knowledge. Therefore, business English graduates of higher vocational colleges can usually communicate effectively with overseas customers and

have certain advantages in the job market. However, compared with graduates of other majors, their abilities in operation and promotion need to be improved.

According to the current situation, the competition among cross-border e-commerce enterprises is fierce, and enterprises need to conduct market research, understand consumers' psychology and market demand, and improve consumers' satisfaction in order to occupy a place in the market competition. Therefore, enterprises pay more attention to the cultivation of talent public relations ability, hoping to improve the comprehensive quality of employees, which is conducive to the long-term development of enterprises. However, due to the limitations of traditional business English training in higher vocational colleges, some business English majors lack the understanding of overseas customs and cultures, which increases the difficulty of qualified training and reduces the efficiency of communication with customers to some extent. In view of this, vocational colleges should reform the traditional talent training mode to help students meet the market demand [1].

3. VOCATIONAL BUSINESS ENGLISH MAJOR CONSTRUCTION REFORM PATH

3.1 Give play to the linkage role of school-enterprise administration

Higher vocational colleges should pay attention to the cultivation of students' comprehensive ability, effectively improve the employment competitiveness of students, and at the same time increase the employment rate, send more high-quality talents to the society, so as to make contributions to economic development. Higher vocational colleges should play the linkage role of school-enterprise administration to create good conditions for cultivating students' comprehensive ability. First of all, higher vocational colleges need to refer to the opinions of government departments and entrepreneurs and other aspects, formulate a perfect talent training program, and point out the right direction for talent training. Second, higher vocational colleges should strengthen school-enterprise cooperation and regularly invite enterprise employees to give lectures, which can not only allow

students to learn more excellent experience, but also allow students to perceive industry dynamics and improve the pertinency of learning. Finally, higher vocational colleges should provide more internship opportunities for students, so that students can have a more profound understanding of cross-border e-commerce in practice, master the relevant operation process, and convert the theoretical knowledge learned on campus into practical work ability, so as to improve their own competitiveness [2].

3.2 Improve the comprehensive quality of teachers

Nowadays, business English teachers in higher vocational colleges have high English ability and can provide students with high-quality English teaching. However, many teachers have a shallow understanding of the field of cross-border e-commerce, and are unable to teach students practical cases in English teaching and effectively cultivate students' ability to apply English. For enterprises, employees not only need to master solid theoretical knowledge, but also require employees to master relevant skills in the field of cross-border e-commerce. In order to improve the teaching effect, teachers should not only have a solid English foundation, but also master the relevant knowledge of cross-border e-commerce, so as to improve their teaching ability and promote the all-round development of students. In view of this, higher vocational colleges should take effective measures to improve the professional quality of teachers. First of all, vocational colleges should train teachers, provide them with learning opportunities to enter enterprises, deepen their understanding of students' future jobs, and thus provide students with more targeted teaching. Secondly, higher vocational colleges can encourage teachers to set up shops on cross-border e-commerce platforms and provide certain financial support to promote the improvement of teachers' practical ability, thus laying the foundation for the improvement of teaching level. Finally, higher vocational colleges can invite outstanding talents from enterprises as instructors, so that students can learn advanced experience and improve their employability.

3.3 Establish an open curriculum system

In order to enhance the effect of talent training, higher vocational colleges should actively establish the open course system and effectively improve the comprehensive ability of students. It is worth noting that the open course system contains many aspects of industry-related knowledge. While attaching importance to improving students' English ability, it should also combine foreign trade business and cross-border e-commerce, so as to improve the comprehensive ability of talents. In terms of English teaching, vocational colleges should not only teach students theoretical knowledge of English, but also pay attention to the cultivation of students' listening and speaking ability, and enable students to master English communication skills, so as to provide help for

students to enter the workplace in the future. In foreign trade teaching, students should master the relevant process of international trade and improve their employability. In terms of teaching, higher vocational colleges should pay attention to the teaching of e-commerce skills and promote the improvement of students' practical ability. In addition, higher vocational colleges should pay attention to the development of the industry, adjust the teaching methods in a timely manner, make the training of talents more targeted, so as to improve the quality of student employment.

3.4 Improving practical training and teaching conditions

In order to improve the effect of practical training, higher vocational colleges should make efforts from the following aspects. First of all, higher vocational colleges should update the practical teaching equipment based on the actual situation and provide students with a good practical teaching environment. For example, higher vocational colleges can invest in the construction of cross-border e-commerce vocational training rooms, so that students can improve their skills through practical operations. Secondly, higher vocational colleges can improve the online resource base, so that students can enjoy many high-quality resources and provide students with learning opportunities. Finally, teachers in higher vocational colleges should adopt advanced practical teaching methods to improve teaching efficiency. For example, teachers can apply project-based teaching to enable students to complete learning tasks and improve their own abilities through group cooperation [3].

3.5 Innovative curriculum assessment methods

Under the new business form of cross-border e-commerce, the traditional business English assessment method can no longer meet the current assessment needs. Only by innovating the assessment method can we improve the effect of talent training. Therefore, higher vocational colleges should improve the assessment method according to the actual situation and pay attention to the assessment of students' operational ability. Specifically speaking, higher vocational colleges should pay attention to the evaluation of students' comprehensive ability by various assessment methods such as written examination and practical operation, so as to avoid the monogeneity of assessment methods. In addition, higher vocational colleges can also use the corresponding qualification certificate as a bonus in the assessment, so as to encourage students to improve their professional skills.

4. CONCLUSION

To sum up, in the face of the development of cross-border e-commerce, business English majors in higher vocational colleges should carry out reforms, effectively enhance the effect of talent training by improving teachers, building an open course system, innovating course assessment methods and other

measures, so as to improve the employment competitiveness of students.

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Review Of Literature About Campus Culture, Teaching Competence and Student Involvement in the Universities

Zhongying Tang

Lyceum Of the Philippines University-Batangas, Batangas, Philippines

Abstract: There are relatively few researches on campus culture, teaching competence, and student involvement, which mainly focus on the following aspects: the analysis of campus culture, based on the development of public universities, the analysis of teaching competence and student involvement in relation to Chinese public universities, and the exploration of specific paths.

Keywords: Campus culture; Teaching competence; Student involvement

1. CAMPUS CULTURE

Many excellent chapters and books have been written in order to define and capture the definition and characteristics of Campus culture, or school culture.

University campus culture is a comprehensive reflection of people ideology, spiritual pursuance, and norms behavior rules. (Gonondo Jean, 2016)As such, campus culture is a special cultural representation, a unique form of culture. the campus culture refers to a particular spirit atmosphere and cultural environment. (Ma LZC, 2014).

A clear analysis of indicators of school culture include teacher collaboration, school vision, and an unified effort of fulfilling short and long-term goals; (Kelley, Thornton, & Daugherty, 2005)

Correspondingly, Richard Flacks (1998) notes that the “culture of disengagement by many of today’s advantaged students is rooted in a pervasive belief that the main purpose of going to college is economic...”In addition,, Richard Light (2001) argues that it is important that educators “get in students’ way” by creating learning conditions that challenge students to see new perspectives and open themselves to new experiences.

The recent ten year annual report from the National Student Engagement project(2007) makes it clear that the most important conditions for deep learning in college must be intentionally structured and promoted in order for students to take advantage of them.. In addition,, Hoffman (2006) emphasizes that the campus culture is essential in educating citizen-scholars and argues, “students’ perspectives and attitudes are shaped by their entire environment, not just the courses and programs designed to teach them” (p. 15).

2. TEACHING COMPETENCE

Teaching competence is a complex concept, and there is no universally accepted teacher competence questionnaire. the basis for teacher competence includes former education and experiences (Myrberg & Rosén, 2004). Meanwhile, according to Hiebert, Gallimore, and Stigler (2002), discuss the concept of a knowledge base for the teaching profession. They argue that teaching competence requires a deep understanding of subject matter, pedagogical strategies, and students' thinking processes. They suggest that a knowledge base for teaching should be developed through a combination of research, practice, and collaboration among educators. Such a knowledge base would support teachers in making informed decisions and improving their instructional practices..

On the other hand, the characteristics of teacher competence were specified by Akhmetova, Omarova, Kuznetsova, and Sheveleva (2013):. The capability to carry out activities is a combination of knowledge, skills, and personal characteristics that are related to education. It encompasses the proficiency and prior experience that determine productivity. Additionally, there is an evaluation category or standard used for teacher appraisal. Ultimately, this capability is an integral characteristic of an individual, representing their essential attributes.

Nevertheless, according to Grossman, Hammerness, and McDonald (2009) examine the need to redefine teaching and reimagine teacher education. They argue that teaching competence should go beyond mere knowledge and skills; it should also involve professional judgment and decision-making. They emphasize the importance of providing aspiring teachers with opportunities to engage in authentic teaching experiences, receive feedback, and reflect on their practice. This approach to teacher education can contribute to the development of teaching competence.

3. STUDENT INVOLVEMENT

The researchers provide valuable insights into the concept of student involvement, its impact on learning outcomes, the role of educational practices, and the importance of creating conditions that support student success in college. On this regard then, Involvement Requires Physical and Psychological Energy. Student involvement theory has and continues to take many forms in the student affairs literature. It was recently

readdressed in Student Success in College (Kuh and others, 2005)

This tenet states that “involvement requires the investment of psychological and physical energy” Pascarella, E. T., & Terenzini, P. T. (2005) Carini, Kuh, and Klein (2006) explore the relationship between student engagement and student learning outcomes in higher education.. At the same time, according to Kuh (2009), he provides an overview of the conceptual framework and empirical foundations of the National Survey of Student Engagement (NSSE), which assesses student engagement in various educational practices.

In addition, Kuh, Kinzie, Schuh, Whitt, and Associates (2005) examine the factors and conditions that contribute to student success in college, with a focus on the role of student engagement.

To further conclude, Kuh, Cruce, Shoup, Kinzie, and Gonyea (2008) investigates the effects of student engagement on first-year college grades and persistence, shedding light on the relationship between engagement and academic success. On the other hand, Hu and Kuh (2002) explores the factors that influence student engagement in educationally purposeful activities, considering both student and institutional characteristics.

Educational Effectiveness Is Related to Capacity to Increase Involvement. Astin (1984) says that programs and services should be evaluated in terms of their ability to induce greater student involvement. This factor too will be a challenge to investigate but may be an area in which student affairs administrators can evaluate their institutional Internet-based programs (among them, MyStateOnline, myBama, WAM!, WebCT, WebAdvisor, and Blackboard) in comparison to Facebook and assess their relative effectiveness.

In general, under the perspective of campus culture, teaching competence, and student involvement, there are few articles on the development of Chinese public universities. This is the innovation of this paper.

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Optimization Strategy of Construction Project Cost Accounting in Construction Cost Control

Meiying Wang

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: The construction industry is one of the key industries in our country and the core component of the national economic construction. It is of great significance to promote the economic development of our country. Construction industry as a key industry, the accuracy of project cost accounting also directly affects the economic interests of construction units and the quality of construction projects, but also closely related to the quality of People's Daily life, which makes the cost of construction projects more and more widely concerned by the people. This paper will analyze the basic contents of cost accounting of construction projects in construction cost control, and put forward a set of optimization strategies on cost accounting according to some existing problems at this stage.

Keywords: Construction cost; Control costs; Construction project; Optimization strategy

1. INTRODUCTION

In recent years, with the rapid development of our economy, all walks of life are thriving. With the improvement of the people's economic level, the demand and attention for the construction industry have also been widely increased. With the increasing perfection of laws and regulations, the cost of construction projects has gradually become transparent, which enables people to better safeguard their rights and interests. In order to make the people buy a penny for a penny, the construction project cost accounting optimization scheme should be carried out.

2. BASIC CONTENTS AND PRINCIPLES OF COST ACCOUNTING FOR CONSTRUCTION PROJECTS AND CONSTRUCTION PROJECTS

The cost accounting of construction project and construction project is a very important work in the construction industry, which directly affects the budget arrangement and profit management of the project. Project cost control refers to controlling the occurrence of construction project investment within the approved project cost limit in the project decision-making stage, design stage and implementation stage, and correcting the deviation at any time to ensure the realization of project investment management objectives [1]. First of all, in construction projects and construction projects, the basic content of cost accounting includes direct cost and indirect cost. the effective accounting of these costs can help project managers and owners understand

the actual expenditure and resource utilization of the project. Secondly, the principles of accounting for construction projects and construction projects should also be observed. the principles of comprehensiveness, accuracy, consistency, timeliness and compliance are all principles that need to be observed. In addition to the above principles, the cost accounting of construction projects and construction projects also needs to follow the requirements of standardization and standardization. For example, in accordance with the cost preparation standards of relevant state departments, various expenses are classified and calculated to ensure consistency and comparability of accounting.

3. PROBLEMS IN COST ACCOUNTING OF CONSTRUCTION PROJECTS

3.1 The management system of construction projects is not perfect

In the construction cost project control, once the cost accounting has not been in line with the new era of construction industry management system for a long time, it will cause the lack of management, resulting in the cost accounting can not be carried out normally. Therefore, we have to analyze and demonstrate its existing problems. First of all, in the current construction cost project control, there are still many traditional management methods. This makes the management system of construction projects often too simple and single. These methods are outdated and cannot meet the requirements of the construction industry in the new era. For example, some projects still use manual accounting and paper reports, and there is a great difficulty in processing data. In addition, some project managers do not receive adequate training and education, resulting in a lack of necessary knowledge and skills to effectively conduct cost accounting.

3.2 Limited cost control and backward accounting system

Due to the limitation of cost accounting and the backwardness of accounting system, some projects can not carry out comprehensive cost accounting. Cost accounting can not only pay attention to the direct cost accounting, but ignore the calculation of indirect cost and other expenses. This will lead to inaccurate cost calculation, which will affect the project budget and profit management. At the same time, the accounting system of some projects is too simple to cope with the

complexity and diversity of cost accounting of construction projects, which also affects the accuracy and effectiveness of cost accounting. [2] There are problems in the cost accounting of construction engineering projects, such as imperfect management system, limited cost control and backward accounting system. But no matter what kind of problem, it can be solved by strengthening the standardization, standardization and modernization of relevant management.

4. THE OPTIMIZATION STRATEGY OF CONSTRUCTION PROJECT COST ACCOUNTING IN CONSTRUCTION PROJECT COST CONTROL

4.1 Strengthen the control of engineering cost in the design decision-making stage

Project cost control is a problem faced throughout the construction project, and before the construction project starts, it is necessary to design the project. According to the statistical data of relevant departments, in the decision-making stage and design stage of the project, the design cost accounts for 1.6%-4.5% of the total cost of the construction project, and the possibility of decision-making and design affecting the project cost is about 75%. the probability of affecting the project cost during the implementation phase is only about 25%. From the above data, it can be concluded that the determining factor of controlling the project cost is the project decision, and the design is the essential key factor. Therefore, it is necessary to make a correct decision at the beginning of the construction project, and make a good decision on the economic amount of the project demand, the selection of the construction site, the selection of building materials, engineering equipment, and construction technology. And the design can affect the project investment estimation in the decision-making stage, so strengthening the rationality of the design is the key to control the project cost. First of all, we should optimize the design scheme and implement the quota design for the project. This requires the design unit to carefully carry out economic analysis at the time of design, analyze according to the company's economic strength and market demand, use BIM tools to develop a set of economic, scientific and feasible design scheme, and limit the various stages of the construction project, which can effectively control the cost of the construction project. [3] From the beginning of the construction project, the cost control is carried out, and the method of optimizing the decision-making and control stage will make the construction project more economical and reasonable, and also make the cost accounting of the construction project more concise and efficient.

4.2 Strengthen the management and precision of cost accounting for construction projects

Strengthening the management and precision of construction project cost accounting is the key to improve the quality and efficiency of project

management. In construction projects, cost accounting is an important link to ensure project budget control and profit management. To strengthen it, we must first strengthen the management of construction project cost accounting. Standardized accounting processes and operating procedures should be implemented, scientific and standardized cost accounting guidelines and norms should be established, and the responsibilities and responsibilities of each link should be clearly defined to ensure the comprehensiveness and accuracy of cost accounting. For example, the formulation of detailed accounting standards, clear calculation methods and calculation benchmarks for various types of costs, to prevent errors caused by inconsistent calculation methods. At the same time, establish a sound examination and approval, supervision and audit mechanism to ensure the authenticity and reliability of cost data. [4] Secondly, it is also necessary to strengthen the accuracy of cost accounting for construction projects, which requires strengthening the ability of data collection and analysis. Improve the collection efficiency of field data, store and analyze the data centrally, and provide accurate and reliable cost information for construction projects. In this way, cost anomalies can be found in time, and corresponding measures can be taken to adjust and optimize, so as to ensure the accuracy and precision of cost accounting.

5. CONCLUSION

With the continuous development of the construction industry, the cost accounting of construction projects still faces new challenges and problems. Therefore, we need to continue to pay attention to the latest developments and technical applications in the field of cost accounting, and constantly improve and innovate the methods and means of cost accounting. Only through continuous efforts and improvement, can we achieve the accuracy, timeliness and scientific cost accounting, so as to better support the smooth progress and successful delivery of the project. Enterprises should actively embrace new technologies and new methods, constantly improve their professional quality and ability level, and keep pace with the Times to deal with the challenges in construction cost control. It is believed that through joint efforts, enterprises can achieve the optimization of construction project cost accounting and make positive contributions to the sustainable development of the construction industry.

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Management And Development of Vocational College Student Records Based on Internet+

Huinan Xu

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: For higher vocational colleges, the management of school records is a key task, which determines whether the preservation and inquiry of school records are convenient. In the context of Internet +, the management of school records in higher vocational colleges has entered the digital and information age. In order to avoid problems in the work, relevant staff must use Internet technology to break the shackles of traditional management mode, and pay attention to development and utilization, so that the inquiry of school records is more convenient, which is undoubtedly a great convenience for students and teachers.

Keywords: Internet +; Higher vocational colleges; Student status management; Development and utilization; Measure

1. UNDER THE BACKGROUND OF INTERNET +, ANALYSIS OF THE CURRENT SITUATION OF THE MANAGEMENT OF STUDENT RECORDS IN HIGHER VOCATIONAL COLLEGES

First, the degree of information technology is not high. Although the Internet has been popularized, the information level of school records in many higher vocational colleges is not high enough, and some schools still adopt traditional file management methods, without realizing electronic archiving and management, which makes file retrieval and utilization cumbersome, and prone to errors, and even easy to lose and affect future use. Second, data sharing and interoperability are poor. Due to the different software used by different vocational colleges for the management of student records, it is difficult to share and intercommunicate the data of student records between different schools, which is a very obvious separation, which is not conducive to the effective use of resources and information exchange, and it will be troublesome if the school or students use it in a hurry. Third, information security issues. Under the background of digitalization and networking, the information of vocational colleges' student records is faced with greater security risks, because some criminals will obtain students' personal privacy information through network attacks, data leaks and other means, which will not only damage the rights and interests of students, but also bring unnecessary legal risks to the school. In addition, the professional quality

of archives management personnel needs to be improved. With the improvement of information technology, higher requirements are put forward for the professional quality of archival managers. However, at present, archivists in some higher vocational colleges lack relevant information technology knowledge and experience, which makes it difficult for them to cope with the challenges brought by digital management. When they encounter problems, they will scramble and miss the best time to solve the problems [1]. Finally, the utilization efficiency of archives is low. Although the Internet provides more possibilities for the use of school records, the utilization efficiency of archives in some higher vocational colleges is still low, and the reason for this is the lack of effective archival information retrieval tools, coupled with insufficient publicity of archival resources, so that the archives "fall", and will increase the difficulty of subsequent use or query, resulting in the loss of archives.

2. MEASURES TO IMPROVE THE DEVELOPMENT AND UTILIZATION OF VOCATIONAL COLLEGE STUDENT RECORDS UNDER THE BACKGROUND OF INTERNET +

2.1 Attach importance to process management and change the management model

With the rapid development of the Internet, the development and utilization of vocational college student records can only meet the needs of the information age by attaching importance to process management and changing the management model, and will not be eliminated by the Times. First of all, higher vocational colleges need to establish a sound information management system for school records, including the collection, sorting, storage and query of school records, so as to achieve information management, which can improve the management efficiency of school records, reduce manual errors, and timely send information to relevant personnel even if the data is wrong, so as to improve the accuracy and integrity of the files. Convenient for subsequent use. Secondly, it is necessary to establish a digital platform of school records, and upload the information of school records to this platform, which can realize online inquiry and sharing of school records. After the reform, students and teachers can query their own school record file information through the digital platform,

and also realize the sharing of school record file information, and reduce the difficulty of query, and thus improve the utilization efficiency of school record file. Finally, it is necessary to establish a security guarantee system for school records. At this time, the school needs to take various measures, such as encryption, backup, monitoring, etc., to facilitate the security of school records information, so that the information of school records will not be leaked or tampered with, and finally improve the management efficiency and use value of school records [2].

2.2 Do a good job in the development of school records and expand the scope of files

Under the background of Internet +, how to improve the efficiency of development and utilization of school records is an important issue that the archives management departments of higher vocational colleges need to pay attention to. First of all, expand the scope of archives and increase the type and quantity of archival information. Because traditional school records mainly include students' basic information, transcripts, rewards and punishments records, but with the continuous development and reform of education, students' comprehensive quality evaluation, social practice records, innovation and entrepreneurship achievements have also become important file information. Therefore, it is necessary to incorporate more file information into the student status file, enrich the file content, improve the value of the file, and it is more convenient for students to query. Secondly, the use of Internet technology to improve the efficiency of archives. The traditional way of using school records is relatively simple, generally through paper documents or electronic forms for inquiry and retrieval, whether it is more troublesome to query or save, but also easy to lose. In the context of the Internet, big data, cloud computing and other technologies can be used to realize the automatic management and analysis of archival information, and then the online inquiry, online retrieval, online download and other functions of archival information can be realized by establishing the database of school records and developing the management system of school records, which greatly facilitates students and teachers. Enable it to query and use file information anytime and anywhere.

2.3 Do a good job in the construction of talent teams

At present, the development and utilization of student records in higher vocational colleges are gradually moving towards digitalization and networking. In this context, in order to improve the development and utilization efficiency of school records, higher vocational colleges must do a good job in the construction of talent teams, make the management of school records more strict, and then improve the development and utilization efficiency. First of all, strengthen the professional training of school records management staff [3]. In the current digital and network era, the staff of school record management need to have solid knowledge of file management,

computer technology, network technology and other skills, which is the requirement of the new era, therefore, higher vocational colleges should strengthen the training of school record management staff, so that they can obtain more work experience, and gradually improve their work skills and levels. Use waste heat at work. Secondly, establish an efficient information technology team, so that the team is responsible for the digitization and network construction of school records, as well as the maintenance and update of information technology, so as to ensure that the management of school records is always maintained at a high information level, always follow the pace of the development of the Times, and make the development and utilization more efficient. Finally, strengthen the supervision and evaluation of the development and utilization of school records, so as to facilitate the timely discovery of problems and shortcomings, and then improve and perfect. In this regard, higher vocational colleges must strengthen supervision and evaluation, establish a sound archival information security management mechanism on the existing basis, to play a reference role in the work, so that it can be carried out within the expected scope, only in this way, in order to better promote the development and utilization of vocational college student records, improve the level of archival management and service quality.

3. CONCLUSION

With the acceleration of social development and the development of the Internet economy, all industries and fields are innovating, and the innovation is becoming more and more powerful, which has added big data, cloud computing and other ways, which has greatly changed people's way of life and work, and living conditions are also gradually improving. Especially in the field of education, the management, development and utilization of student records in higher vocational colleges are using Internet+technology to break the influence and bondage brought by the traditional model, so that the management of student records is more in line with the requirements of the new era, and at the same time, the management quality and efficiency are improved, and the storage of student records is regularly checked to avoid data loss and affect students' future study and employment. Thus, the management and exploitation of school records will develop in a better direction.

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records in higher vocational colleges [J]. *Lantai Inner and Outer*, 2021(18):73-74.

The Application Value of Bim Technology in Construction Projects

Liping Yan

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: At present, the development of construction industry in our country has gained great impetus, the most obvious of which is the application of BIM technology, which can turn the technology into an important technical measure in the whole life cycle of construction projects, and gives great significance to the construction engineering projects. Therefore, major construction enterprises must pay attention to the application of BIM technology and formulate application measures, so as to fully implement the technology into construction projects and achieve healthy development.

Keywords: BIM technology; Construction works; Apply; Value

1. THE APPLICATION VALUE OF BIM TECHNOLOGY IN CONSTRUCTION PROJECTS

1.1 The value of applying BIM technology in the planning stage

First of all, coordination and unification: BIM can be coordinated and unified in the project planning stage, establish a visual model, and simulate and display the relationship between buildings, structures, systems, etc., in a three-dimensional state, so that professional teams can communicate on the same platform to improve work efficiency. Secondly, optimize resources: BIM can optimize resources in the project planning stage. By simulating construction progress through BIM system, existing problems can be discovered and solved in advance, and human, material and other resources can be reasonably arranged to reduce costs. Thirdly, unified management: the application of BIM can promote the collaborative work of various professions. Through the establishment of a three-dimensional model through the BIM system, the collaborative design of various professions can be carried out on the same model to improve design efficiency. Finally, reduce rework: BIM can carry out collision inspection in the project planning stage, discover and solve pipeline collision and other problems in advance, reduce rework in the construction stage, and improve construction efficiency [1]. In addition, improve communication: the visual features of BIM allow participants to understand the design intention more intuitively and improve communication efficiency. Meanwhile, the document output function in the BIM system can also be used as the final

deliverable, which is convenient for all parties to save and consult. In general, the application of BIM in the planning stage of construction projects can improve communication efficiency, reduce costs, improve work efficiency and other aspects of significant value.

1.2 The application value of BIM technology in the design stage

BIM, also known as Building Information modeling, is a computer-aided design technique used in construction and engineering projects. In the design stage of a construction project, the application of BIM has a lot of value and can bring more advantages to the design work. First of all, improve the design efficiency: BIM can quickly generate stereoscopic models of various engineering projects, so that the staff can intuitively display the design scheme of the engineering project, so as to provide a basis for the modification and optimization of the design scheme and improve the design efficiency. Secondly, optimize the design scheme: BIM technology can simulate the actual effect after the completion of the engineering project, help designers better understand and predict the feasibility and effect of the design scheme in practical application, timely find and solve the problems in the design, so as to optimize the design scheme. In addition, reduce errors and losses: the BIM model contains all the geometric information, physical information, functional information, etc., which can find and correct errors in the design stage in time, thus reducing the waste of materials, waste of working hours and cost increase caused by design problems in the construction process, and ensure the benefits of enterprises. Finally, collaborative design: BIM technology can achieve collaborative design between different design teams, enabling design team members to share and update model information, thereby improving design efficiency and accuracy. In short, the application of BIM technology in the design stage of construction engineering projects has brought great help to designers, and provides strong support for the high-quality, efficient and low-cost construction of engineering projects.

1.3 The application value of BIM technology in construction

First of all, BIM technology can help improve the construction period, process and quality of engineering projects. In the design stage of the project, BIM can help the design institute to build a BIM model, present

the design content on the drawing in a three-dimensional and visual way, and use BIM software to model the project, identify the shortcomings in the design in advance, and make improvements, so as to shorten the design cycle and improve the design quality. Secondly, it can reduce engineering costs. the use of BIM technology can optimize the amount of materials and avoid waste of materials; In the construction stage, BIM technology can be used to simulate the construction process of the project, find the problems in the scheme in advance, and avoid unnecessary troubles in the construction. In the completion stage, BIM technology can be used to check the performance, safety and durability of the project to ensure the quality of the project. In general, BIM technology has a wide application prospect in the construction of construction projects and has created a lot of value for the construction industry [2].

2. BIM TECHNOLOGY IN THE CONSTRUCTION OF CONSTRUCTION PROJECTS IN THE APPLICATION STAGE OF THE PROBLEMS OF THE SOLUTION MEASURES

2.1 Training and output of BIM talents

① Establishment of building information model personnel training institutions: according to the existing talent demand market, professional building information model personnel training institutions can be established to provide professional skills and knowledge of building information model, while taking into account practicality and adaptability, the establishment of courses and textbooks for different professions to ensure that the needs of each employee are met. ② Strengthen professional education: In order to better solve the problems existing in the construction and application stage of building information model in construction engineering projects, it is necessary to strengthen the professional education of architecture and include it in the education plan to improve the application ability of students' building information model. ③ Introduction and mining of professional talents: we can actively introduce building information model talents with professional knowledge and skills, but also tap the internal potential, play an incentive role for other employees, and improve the application level of building information model for existing employees. ④ Strengthen international cooperation: Cooperate with advanced enterprises and organizations in the world, learn from their successful experience and technology, strengthen exchanges and cooperation, and introduce advanced building information model technology and concept, thereby improving their own capabilities. ⑤ Formulate relevant policies: the government can introduce relevant policies to encourage and support the promotion and application of building information model technology, such as giving certain tax incentives and financial support. Through the above measures, we

can train and output more talents of building information model, and solve the problems existing in the construction and application stage of building information model.

2.2 Building a unified BIM transmission platform

At present, the construction of BIM unified transmission platform is an important solution. Specifically, the construction of BIM unified transmission platform can solve the problems of BIM technology in the construction application stage of construction projects in the following ways: First, unified BIM software: the establishment of a unified BIM transmission platform requires unified BIM software, and the same BIM software can be used for design, construction and operation, reducing the information island problem of BIM technology in the construction application stage of construction projects. Secondly, unified data format: the establishment of a unified BIM transmission platform requires a unified data format, and the data format generated by the same BIM software can be used to reduce the data conversion problems of BIM technology in the construction and application stage of construction projects [3]. Finally, unified transmission protocol: the establishment of a unified BIM transmission platform requires a unified transmission protocol, which can use the data transmission protocol between the same BIM software to reduce the data exchange problem of BIM technology in the construction application stage of construction projects. To sum up, the construction of a unified transmission platform for building information model can effectively solve the problems existing in the application stage of BIM technology in construction projects and improve the quality and efficiency of construction projects.

3. CONCLUSION

Since the 21st century, China's economic development speed has gradually accelerated, is moving towards the direction of global economic integration, helping China to join the WTO, broaden the development channel, China gradually toward internationalization, both with the world's developed countries, but also to many construction enterprises have brought impact, challenges and fierce competition, so that construction enterprises have to reform, Otherwise, they will be eliminated from society. Based on this, construction enterprises can apply BIM technology in construction projects, so that the construction project can achieve construction integration and high efficiency, but also provides the possibility to improve the design efficiency, so that the project can be constructed within the provisions, so that it can improve the design cycle and quality of the construction project, but also improve the construction quality, so that the project can meet the expected standards.

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Research On Standardization of Construction Project Management Based on Sustainable Development

Mengmeng Yin

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Sustainable development is a basic strategic idea of our country, proposing to build a harmonious coexistence relationship between social development and the ecological environment, opposing social development at the sacrifice of the natural environment as the price, so social production and living activities should be based on ecological environmental protection. As a big energy consumer and a big polluter, the construction engineering industry needs to speed up the practice of green building concept in the context of sustainable development, and do a good job in the reform of construction engineering management, in order to achieve the sustainable development goal of energy conservation and emission reduction of construction engineering. In this paper, the standardization of construction project management based on sustainable development is analyzed in detail and explored in depth in order to share and exchange with people in the construction industry.

Keywords: Sustainable development; Construction engineering field; Construction project management; Standardization

1. INTRODUCTION

Construction project management is the key force to guarantee the comprehensive benefits of construction project quality, safety, construction period and cost, so the implementation of construction project management standardization reform is of great significance and value. In the field of construction engineering under the background of sustainable development, it is necessary to achieve two dimensional goals with the help of standardized management of construction engineering, namely to improve the quality of construction engineering and reduce the cost of construction engineering, and to improve the environmental protection and energy saving efficiency of construction engineering. This paper first summarizes the basic content of sustainable development of construction, then expounds the significance of standardization management of construction engineering, and finally puts forward effective strategies to achieve standardization management of construction engineering.

2. BASIC OVERVIEW OF SUSTAINABLE BUILDING DEVELOPMENT

Sustainable development is one of the basic requirements of the scientific concept of development. It is a strategy and theory concerning the coordinated development of economy, nature, science and technology and society. It has three characteristics: maintaining economic development and prosperity, maintaining social equity and optimizing social system, and maintaining healthy environmental quality and resource security at all levels. From the perspective of the development dimension of the construction engineering field, the practice of sustainable development is reflected in the technical level and the ethical level, and the specific analysis is as follows: First of all, the technical level mainly refers to green technology, which can also be regarded as environmentally friendly technology. The concept of green building and the application of green construction technology are mainly implemented in the planning, design, construction and use stages of construction projects, so as to reduce environmental burden, reduce the utilization of natural resources and reduce environmental pollution [1]. For example, the construction project fully considers the recyclability, disassembly, maintainability and reusability of the construction, so as to achieve the purpose of reducing energy consumption and protecting resource security. Secondly, the ethical and moral level refers to the three major goals of construction project management, namely environmental protection, social justice and economic efficiency, to ensure the harmonious coexistence between the development of construction engineering and the natural ecology.

3. THE SIGNIFICANCE OF STANDARDIZED MANAGEMENT OF CONSTRUCTION PROJECTS

From project planning to completion, construction projects need to go through multiple stages and involve many elements, which requires the implementation of the whole process and comprehensive project management, in order to eliminate the adverse impact of each link and each element on the comprehensive benefit of construction projects, so it is of great significance to achieve standardized management of construction projects.

3.1 It is conducive to ensuring the quality of project construction

Construction materials, construction technology, construction scheme and construction personnel are the key elements of construction activities and the main factors affecting the construction quality of construction projects. Construction project management can ensure that each construction element is in a relatively scientific state, which is crucial to ensure the construction quality of construction projects [2]. Taking the standardized management of construction materials as an example, the project management unit can control the selection, purchase, entry, storage and use of construction materials through the formulation of standard management systems and systems, mainly to test the quality, quantity, specifications, models and performance of materials, so as to ensure that construction materials fully meet the quality design standards of construction projects.

3.2 It is conducive to improving the efficiency of construction enterprises

The standardization of construction project management based on sustainable development can create greater economic benefits, social benefits and ecological benefits for construction enterprises, which is of great significance to improve the market competitiveness of construction enterprises. Under the concept of green building, the new ideas of building energy conservation and building environmental protection are proposed, requiring construction enterprises to increase the application of green building materials and technologies, and also requiring construction project management to practice the idea of energy conservation and emission reduction. In the face of the new development goals of the construction engineering industry, if the effectiveness and scientific nature of construction project management cannot be guaranteed, It will damage the comprehensive benefits of construction enterprises. Therefore, the standardization reform of construction project management is of great significance and value to the operation and development of construction enterprises.

4. THE STANDARDIZATION MANAGEMENT STRATEGY OF CONSTRUCTION ENGINEERING

In the context of sustainable development, the design concept of construction engineering, construction technology and materials have been significantly developed, but this is far from enough to achieve the goals of energy saving and emission reduction, environmental protection, and reducing construction costs, which requires the construction project management to realize reform and innovation, and the standardization of construction project management is a feasible path.

4.1 Formulate a sound project management system

In order to ensure the standardization of construction project management, it is necessary to rely on strong rules and regulations as a support to ensure that each construction project management decision has

normative, scientific and standard, so as to achieve the purpose of improving the efficiency of construction project management. Based on the complexity of construction management content and the richness of management elements, the project management unit should emphasize the comprehensiveness and systematism of the management system when formulating the management system. First of all, a management system is developed for construction personnel, requiring construction units to regularly carry out skill training and safety education to improve the skill level and safety awareness of construction personnel. At the same time, it is necessary to develop a sound performance appraisal system, divide the construction content into specific work and implement it on the individual, so that the construction personnel can be fixed and responsible management, which guarantees the standardization of construction personnel management to a certain extent. Secondly, formulate a comprehensive site construction management system for the site construction stage, mainly to supervise and manage the site construction elements, so as to eliminate the adverse factors affecting the construction quality, safety, cost and schedule. Finally, a comprehensive control system should be developed for construction materials, such as quality inspection and information verification measures should be taken in the process of material use to avoid the misuse, waste and abuse of materials in construction. Of course, a series of incentive policies can also be implemented with the implementation of incentives, mainly to reward construction units that save material costs. This plays an important role in enhancing the consciousness of resource conservation of construction units.

4.2 Building a complete project management system

Management system is the basic condition of management work, but also the key factor affecting the level of management, so in order to achieve the goal of standardization of construction project management, we must pay attention to the construction of a complete project management system. Taking the construction of project management personnel system as an example, construction management units should work hard in personnel recruitment, personnel training, etc., in order to improve the overall quality of construction management team. For example, the implementation of the talent selection strategy in the recruitment process, through the form of comprehensive evaluation to select rich project management experience, professional construction engineering knowledge, correct work attitude, good professional quality of personnel, into the construction project management system, which provides a strong support for the standardization of construction project management.

5. CONCLUSION

To sum up, the standardization of construction project management under the background of sustainable development is the basic condition for achieving the

goals of energy conservation, emission reduction and environmental protection of construction projects, and the key to ensuring the comprehensive benefits of construction enterprises. Therefore, construction enterprises should pay more attention to and support the reform of project management, in order to create favorable conditions for the sustainable development of the entire construction engineering industry and field.

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Research On Enterprise Legal Service Strategy Based on Compliance Management Optimization

Tao Yue, Qian Wang

Jiangsu Union Technical Institute, Nanjing, Jiangsu, China

Abstract: With the unceasing development of times, the increasing improvement of national economic level, our country has put forward new requirements for the compliance management of enterprises. At present, enterprises must continuously optimize the legal services of enterprises under the requirements of compliance management, so as to guarantee the normal business activities and management activities of enterprises and meet the continuous development of market economy. Compliance management is an important means to ensure the legitimate operation of enterprises, avoid risks and safeguard their own interests, which can promote the economic benefits of enterprises and better healthy and sustainable development. In the process of optimizing corporate legal services based on compliance management, it is necessary to achieve fine management and strengthen the construction of the legal department and compliance management system of enterprises. In addition, there is a need to introduce third-party regulators to monitor cases where companies may have possible legal negligence. Based on this, this paper takes compliance management optimization of corporate legal services as the theme, carries out discussion and research, analyzes the current problems in corporate legal services, and explores strategies and suggestions for optimizing corporate legal services based on compliance management.

Keywords: Compliance management; Optimization; Enterprise; Legal services; Strategy research

1. INTRODUCTION

The legal services of enterprises are based on good compliance management. Only by strengthening the management system of enterprises, improving the management system and optimizing the management responsibility can we further reform the legal services of enterprises, realize that the legal services of enterprises can avoid risks, safeguard the legitimate rights and interests of enterprises, and promote the steady improvement of economic benefits of enterprises. At present, there are some problems in the management of enterprise legal services. Enterprises should face these problems head-on, strengthen the construction of legal department and compliance

system, and optimize management and system, so as to ensure the maximum value of legal services.

2. PROBLEMS CAUSED BY THE LACK OF COMPLIANCE MANAGEMENT IN CURRENT CORPORATE LEGAL SERVICES

2.1 The enterprise's understanding of legal work is not in place, and the progress of legal work is slow
China's enterprise legal service is in the initial stage of construction, so many enterprise senior managers have insufficient awareness of the legal work, did not pay attention to the great help that legal service can bring for enterprises, enterprise legal risk prevention awareness is seriously insufficient, so that enterprises in the face of related legal work, scrambling, temporarily find a third party legal aid, Seriously delayed the production and management progress of enterprises. For example, for common enterprise contracts, it is necessary to read the relevant contents of the contract carefully to avoid legal risks; Or the major decisions of enterprises, the planning of factory areas, the introduction of high-tech and professional equipment, etc., also need professional laws. When this happens, if the enterprise does not have high-quality legal services, it will not be able to strictly check the major decisions of the enterprise, the other party does not perform the effective contract, the loophole of the contract transfer, or the enterprise itself does not understand the laws and regulations, resulting in negligence, which will bring huge losses to the enterprise [1].

2.2 There is a deviation in the enterprise's understanding of the responsibilities of legal work
With the continuous development of the market economy, the legal consciousness of the whole society in our country at this stage is constantly enhanced, and it is a veritable society with the rule of law. Under the background of this era, most enterprises have set up special legal service agencies and hired professional legal staff. However, at the present stage, enterprises have a certain deviation in their understanding of the responsibilities of legal work. Most of the legal service departments of enterprises are outsourced and do not belong to the internal legal department of enterprises. They believe that professional legal work should be outsourced to external law firms, and enterprises do not need to participate in legal management and legal

service work. As a result, the responsibilities of legal service agencies and staff of legal service are not clearly defined, which makes legal work superficial. Law firms cannot stay in the enterprise, they cannot understand the daily operation and work progress of the enterprise, and they can only participate in major decisions within the enterprise, and the senior managers of the enterprise can only pass on information, resulting in delays in the progress of legal service work. Unable to carry out legal services efficiently, it is easy to affect the normal operation of enterprises, limiting the healthy and sustainable development of enterprises, and cannot be closely combined with the daily management of enterprises, so that the legal services of enterprises cannot be carried out in time, and there will still be corporate legal risks, resulting in economic losses of enterprises. Since outsourced law firms cannot reside in enterprises, the internal staff of enterprises do not understand the procedures of legal service work, which may lead to vicious competition between enterprises, which will cause obstacles and also cause certain risks and increase the financial burden of enterprises [2].

2.3 The legal department of the enterprise lacks legal expertise and can not carry out legal work efficiently

At present, the legal department of the enterprise has insufficient legal expertise, which can not carry out legal work efficiently and can not meet the growing market economy. Some enterprises do not pay attention to legal services, making the legal work superficial, the internal legal personnel do not understand the professional legal knowledge, the laws and regulations of our country and the relevant system of enterprises do not understand, prone to legal knowledge blind spots, insufficient work level, low work efficiency, so that legal work can not be effectively carried out. In addition, the lack of legal expertise leads to the insufficient number of legal professionals in the enterprise and the lack of professional legal talents, which makes the legal work of the enterprise weak, professional and systematic, the lack of compliance management mode, no legal person and manager, resulting in legal disputes in the enterprise, affecting the quality of corporate legal service.

2.4 The enterprise lacks compliance management, and the internal management system is insufficient

Major decisions and important matters of enterprises require the participation and record of the legal affairs department. However, due to the lack of legal services under the constraint of compliance management at this stage, the rules, regulations and contract management of enterprises are vague, and even if the legal affairs department participates, it cannot play its due role, resulting in the lagging of the center of enterprise legal risk prevention. It is inconsistent with the daily management work of the enterprise. The legal services of enterprises need to put safety first, give priority to prevention, and take legal precautions in advance.

However, the management system formulated by enterprises at the present stage is not compliant, not rigorous, and lacks legal support, which makes legal services unable to play the maximum value. The compliance management of an enterprise is the foundation of an excellent enterprise. Without a rigorous and refined management system, there will be legal loopholes within the enterprise. Even with high-quality legal services, there will be no practical operability, and illegal and disorderly operations will easily occur. There will be temporary suspension of operations, business consolidation, and even the risk of prison, which seriously affects the healthy and sustainable development of enterprises.

3. THE SIGNIFICANCE OF COMPLIANCE MANAGEMENT TO OPTIMIZE CORPORATE LEGAL SERVICES

The so-called compliance management refers to the implementation of compliance management system in the operation process of the company, the establishment of internal legal compliance management mechanism and management system, the establishment of positive, positive energy and legal corporate culture, can prevent and avoid the occurrence of corporate risks, and promote the excellent quality of corporate legal services to carry out work. In the process of compliance management and optimization of corporate legal services, enterprises should formulate rules and regulations and management systems in a unified manner based on national laws and regulations, and timely modify internal rules and regulations and management systems according to the development of the Times. At the same time, they should always supervise the implementation of internal standard management systems. To ensure that legal services can carry out practical legal services in accordance with national laws and regulations, and manage according to law. Compliance management optimization of corporate legal services can avoid risks externally and reduce legal disputes in contracts; internally, internal control can be achieved; illegal operations and illegal behaviors within enterprises can be monitored, prevented and controlled; normal business activities under compliance management of enterprises can be achieved; legitimate rights and interests of enterprises can be effectively protected and enterprises can be standardized [3].

4. ENTERPRISE COMPLIANCE MANAGEMENT OPTIMIZE THE ADVANTAGES THAT LEGAL SERVICES CAN BRING TO ENTERPRISES

The compliance management of enterprises can provide comprehensive and thoughtful legal services for enterprises, help enterprises review the contents of contracts, optimize the legal production and operation activities of enterprises, and escort the safe operation and production of enterprises. At the same time, the compliance management of enterprises can also enhance the competitiveness of enterprises, strengthen

the optimization of internal management of enterprises, and realize the internal control mechanism of risks. So that employees can strengthen the awareness of law and responsibility. In addition, the quality of legal services will be improved under the optimization of compliance management. Legal service personnel can better understand the detailed internal situation of the enterprise, and make risk prediction according to the operation of the enterprise, so that they can timely plan and make decisions on possible risks in the future, safeguard the legitimate rights and interests of the enterprise, and promote the healthy and sustainable development of the enterprise [4].

5. CORPORATE LEGAL SERVICE STRATEGY SUGGESTIONS BASED ON COMPLIANCE MANAGEMENT OPTIMIZATION

5.1 Improve the legal and compliance of the internal rules and regulations of the enterprise, optimize the process of enterprise legal service work

To optimize corporate legal services based on compliance management, we must first improve the internal management system of legitimate and compliant enterprises in order to optimize the work flow of corporate legal services. "No rules, no radius", standardize the internal rules and regulations of the enterprise can be from the internal requirements of the enterprise employees in accordance with the rules and regulations of production operations, so as to meet the external demand for enterprise products or services, which is the basis for a bigger and stronger enterprise. Therefore, enterprises should carry out compliance management according to laws and regulations, improve the rules and regulations of enterprises, management system, reward and punishment system, legal responsibility investigation system, carry out a fine division of responsibilities for legal service work, clarify the objectives and contents of legal service work, improve training and assessment mechanisms, and unify the norms of enterprises. Only under compliance management can the operation and production of enterprises be integrated with legal services to ensure that the internal employees of enterprises abide by the laws and regulations and operate normally, and the legal services of enterprises can escort enterprises to avoid legal risks [5].

5.2 Improve enterprises' understanding of legal work and strengthen their ability to prevent legal risks

Under the implementation and promotion of compliance management, enterprises can strengthen their understanding of legal work, strengthen management according to law, and act according to law. In the process of business activities, both internal and external, enterprises are faced with a lot of situations requiring the use of legal services. Therefore, the senior management of enterprises should attach great importance to the internal legal services of enterprises, focus on production and promote legal construction at the same time, so as to complete production and business activities under the condition

of legal compliance, and restrict the daily behavior norms of enterprise employees. Avoid illegal operations, illegal operations, strengthen the ability of enterprise employees to prevent legal risks, and let the law protect the stable development of enterprises.

5.3 The establishment of a special legal services legal department, equipped with full-time resident legal service personnel

Under the premise of legal management, enterprises should establish a special legal service legal affairs department and equip full-time resident professional legal service personnel. Our country is a society of rule of law, the legal awareness of the society at the present stage is continuing to improve, enterprises are also constantly promoting the legal construction, so the demand for legal services is also increasing. In the past business model, many enterprises did not set up a special legal service department, and mostly used outsourcing and external legal services. This phenomenon led to the unclear definition of responsibilities of legal service staff, making legal work superficial. Law firms could not stay in the enterprise and could not understand the daily operation and work progress of the enterprise. Participate in the major decisions within the enterprise, but also there will be vicious competition with enterprises in the field, there will be the purchase of legal advisers of hostile enterprises, suppress the phenomenon of enterprises, which is not conducive to the benign development of Chinese enterprises. By establishing a special legal service department, legal service personnel can reside in the enterprise, bind the interests of both sides together, enable legal service personnel to understand the normal business activities of the enterprise, timely deal with legal disputes arising from the enterprise, and ensure the smooth development of legal work. the legal department will also treat the interests of the enterprise as its own interests. Provide better advice and suggestions for enterprises and participate in major decisions of enterprises [6].

5.4 Clarify the duties and responsibilities of the law, and strengthen the implementation of the supervision and management system

Through the internal compliance management of enterprises, the duties and responsibility objectives of the law can be clarified, and the supervision and management system can be strengthened. In the past, the enterprise did not develop a compliance management system, but through compliance management, the legal staff can have clear work goals, scientific and effective constraint management of internal employees, accurate internal control, and can prevent the security risks, illegal operations and illegal operations that are prone to occur within the enterprise in advance to prevent the occurrence of security accidents. In addition, through the internal compliance management of the enterprise, the internal rules and punishments system can be optimized and a strict legal liability investigation system can be developed. For the

treatment of outstanding employees, material and spiritual rewards can be given in accordance with the internal rules and regulations of the enterprise, and violations and illegal operations can cause internal economic losses of the enterprise. Enterprise personnel who leak the core technology and related materials inside the enterprise can be investigated for criminal responsibility according to laws and regulations and dealt with seriously, so as to strengthen the implementation of the supervision and management system, so that the operation of the enterprise is standardized and legalized.

5.5 Strengthen the training of corporate legal knowledge and enterprise related fields, and improve the level of legal services

In the process of compliance management optimization of corporate legal services, enterprises can regularly organize legal training and training of enterprise-related field knowledge, so as to strengthen the learning of legal knowledge, legal rules and regulations and enterprise-related field knowledge by employees and corporate legal affairs departments. Through training, ordinary employees of the enterprise can understand basic legal knowledge, and legal service personnel of the legal affairs department of the enterprise can understand the production and operation process and service concept of the enterprise. It is a compliance management means to improve the legal awareness of all employees of the enterprise. In the process of enterprise training, it is necessary to establish a perfect training mechanism and assessment mechanism, and integrate legal consciousness into the daily business activities of enterprises. In this way, the work process of the legal affairs department can be more standardized and provide better legal services for enterprises.

6. CONCLUSION

To sum up, compliance management can effectively optimize corporate legal services. Through compliance management, enterprises can optimize their own management system, improve the shortcomings of

corporate legal services, and provide enterprises with comprehensive and thoughtful legal services. Legal services can avoid possible risks and provide suggestions for major decisions of enterprises. It can also enhance the competitiveness of enterprises and corporate credibility, establish an excellent corporate image, and complete the internal control of enterprises. In the process of carrying out compliance management to optimize corporate legal services, it is necessary to improve the company's rules and regulations, strengthen the enterprise's understanding of legal work, set up a full-time legal department, clarify the work responsibilities and objectives of legal services, and strengthen relevant legal training. Only in this way can we optimize the legal services of enterprises, maximize the operating benefits of enterprises, and promote the sustainable development of enterprises.

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The Relationship between Interaction anxiety, Fear of positive evaluation, and social avoidance and Distress Among Chinese University Medicial Students

Zhang Qi, Elna R. Lopez, Argel B. Masanda, Lida C. Landicho

Lyceum of the Philippines University-Batangas, Capitol Site, Batangas City, Philippines

Abstract: To explore the relationship between interaction anxiety, fear of positive evaluation, and social avoidance and distress at Guangxi University of Chinese Medicine. A hierarchical random cluster sampling method was used to select 442 undergraduate students from the first to fifth year who met the inclusion criteria and did not meet the exclusion criteria as survey participants. The study found that there was no significant correlation between social interaction anxiety and social avoidance, but there was a significant positive correlation between social interaction anxiety and social distress, as well as between social interaction anxiety and overall scores. There was a significant positive correlation between social avoidance and social distress, and a positive correlation between social avoidance and overall scores, although not statistically significant. A positive correlation between social distress and overall scores, as well as a significant positive correlation between social distress and fear of positive evaluation. Based on all the significant findings, the study proposed relevant intervention plans to provide a scientific basis for the training of good social skills among Chinese medical students and promote their comprehensive physical and mental development.

Keywords: Interaction anxiety; Social avoidance; Distress; Fear of positive evaluation; Medical students

1. INTRODUCTION

Social anxiety refers to a situational anxiety where individuals feel intense anxiety and fear when facing situations of being observed, evaluated, or criticized in social settings (Chen, J. et al., 2019; Baker, H. J. 2021). Social anxiety can cause psychological and physiological reactions such as increased heart rate and sweating, which can lead to distress and suffering (Stein & Kean, 2000; Rösler, L. et al., 2021). Furthermore, social anxiety can also result in individuals fearing social situations, which is related to concerns about potential negative evaluations or punishments (Bandelow, B. et al., 2019; Zhou, L., Fang, X., & Deng, L., 2017). Therefore, there is a mutual influence between social anxiety, distress, and

fear. Social anxiety triggers distress and fear, which in turn can worsen social anxiety, creating a vicious cycle. Individuals may avoid social situations to prevent discomfort, but this avoidance behavior can intensify social anxiety as it does not help individuals overcome their fears and anxieties (Yan, Y., & Zhang, J., 2021). As qualified medical students, they need to possess good communication and interpersonal skills. Medical students often face heavy academic and workloads and need to cope with various pressures and challenges. They need to be adaptable, able to adjust to different environments and tasks, and effectively manage their emotions and stress. Research shows that high rates of social anxiety, distress, and fear among medical students can significantly impact their academic and personal lives negatively. Medical students with these symptoms may experience decreased academic performance, social isolation, and lowered self-esteem, among other issues. Moreover, social anxiety, distress, and fear can also increase the risk of other mental health problems such as depression, substance abuse, and suicidal tendencies. Therefore, it is crucial to pay timely attention to and actively cultivate good social communication skills in medical students.

Based on the review of domestic and foreign literature, this study investigated the current status and influencing factors of interaction anxiety, fear of positive evaluation and social avoidance and distress among clinical medical students. Specifically, it aimed to present the profile of the respondents in terms of their sex, age, grade level, major, current residence while studying, and type of residence; determined the interaction anxiety, fear of positive evaluation, social avoidance and distress experienced by the respondents, compared the variables with their profile; established correlation among the variables; and proposed a comprehensive mental health program in promoting the development of China's medical and health care industry.

2. METHODS

The study used a stratified random cluster sampling method to select 10 classes (442 undergraduate students) from medical-related majors at Guangxi

University of Chinese Medicine. the surveys were conducted online using Question Star and offline using paper questionnaires at the class level, using a standardized instruction language. All survey participants were required to sign a medical ethics informed consent form. Multiple scales, including the Interaction Anxiety Scale, Social Interaction Anxiety

Scale, and Fear of Positive Evaluation Scale, were used to evaluate the data collected. the data was subjected to statistical analysis to investigate the current status of social anxiety, distress, and fear in Chinese medical students and its influencing factors.

3. RESULTS AND DISCUSSION

Table 1. Correlation Matrix of the Variables of the Study (A), n = 442

	Social Interaction Anxiety		Fear (of positive evaluation)							
	r	p-value	Social Avoidance		Social Distress		Overall			
	r	p-value	r	p-value	r	p-value	r	p-value		
Interaction Anxiety	1		-.018	.701	.254**	.000	.163**	.001	.531**	.000
Social Avoidance	-.018	.701	1		.387**	.000	.779**	.000	.044	.357
Social Distress	.254**	.000	.387**	.000	1		.880**	.000	.232**	.000
Overall	.163**	.001	.779**	.000	.880**	.000	1		.180**	.000
Fear (of positive evaluation)	.531**	.000	.044	.357	.232**	.000	.180**	.000	1	

Legend: Relationship is significant at 0.05 alpha level. Those highlighted in green is considered significant

According to the provided table, this is a correlation coefficient matrix concerning the study variables. there was no significant correlation between social interaction anxiety and social avoidance, but there was a significant positive correlation between social interaction anxiety and social distress, as well as between social interaction anxiety and overall scores. There was a significant positive correlation between social avoidance and social distress, and a positive correlation between social avoidance and overall scores, although not statistically significant. There was a positive correlation between social distress and overall scores, as well as a significant positive correlation between social distress and fear of positive evaluation. Based on all the significant findings, the study proposed relevant intervention plans to provide a scientific basis for the training of good social skills among Chinese medical students and promote their comprehensive physical and mental development. These correlations indicate a certain association between social interaction anxiety, social avoidance and distress, fear of positive evaluation, and overall psychological state. These associations may be due to the psychological and emotional responses individuals have in social interactions, as well as their sensitivity to the evaluations of others and self-evaluations.

4. CONCLUSIONS

The majority of the participants were females, with ages ranging from 21 to 25 and below 20. Most of the participants came from rural areas. There was a significant positive correlation between social avoidance and social distress, but the correlation between social avoidance and overall scores was not significant and a positive correlation between social avoidance and fear of positive evaluations, but the correlation was not significant.

Medical students may need to understand and change their negative beliefs and self-evaluation regarding social interactions by providing education and cognitive restructuring specifically targeting social

anxiety that could help them examine and adjust their thinking patterns, enhancing positive social beliefs and self-confidence (Weinstein, N., Ryan, R. M., & DeHaan, C. R., 2018; Stangier, U., Heidenreich, T., & Peitz, M., 2019). Family, friends, and peers may encourage medical students to actively seek social support and provide guidance on establishing a support network like participating in social activities and community organizations and help them expand their social circles, increase social support, and opportunities for positive interaction (Mitchell, S. A., & Black, M. J., 2022; Leahy, R. L., 2017). University teachers may facilitate teaching emotion management and coping strategies to help medical students effectively deal with social anxiety and fear which includes techniques such as deep breathing, relaxation training, positive self-talk, and coping with social pressure. the School Counselors may conduct training and exercises focusing on social skills, including nonverbal communication, positive expression, effective listening, and building good interpersonal relationships and provide practical opportunities through role-playing, simulated scenarios, and other activities to help participants enhance their social abilities and self-confidence. Future researchers may conduct similar study involving all other students across all programs to further validate the results of the study to come up with centralized mental Health program.

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A Study on Employment-Oriented Vocational English Teaching Innovation Strategies

Chen Zheng

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Innovation is the driving force of social development. In today's social development, innovative education and innovative learning have become indispensable. In the teaching of English in higher vocational colleges, how to use the innovative model and develop innovative strategies have become the focus of higher vocational teachers' concern. The teaching of higher vocational schools is employment-oriented, and the basic purpose is to facilitate the employment of higher vocational students. Today, the following will focus on employment-oriented vocational English teaching innovation strategies to explore how to make teaching more convenient, so that students learn more efficiently and have a higher employment rate.

Keywords: Employment-oriented; Higher vocational education; English teaching; Innovation strategy

1. INTRODUCTION

In China, after attending nine-year compulsory education and senior high school education, students are faced with two choices, undergraduate education and junior college education, which is further divided into higher college education and higher vocational education. In recent years, the 3+2 three-year high school and two-year junior college boom makes people sigh at the vigorous development of Chinese education. But in education and teaching, there are also many problems. Higher vocational English is an indispensable professional course in higher vocational education. Vocational English, as the name implies, is a higher vocational teaching centered on English. Higher vocational education takes employment as its fundamental purpose. In order to improve the employment rate, the teaching level and the students' own level, the innovation of English teaching in higher vocational colleges is imperative.

2. CHARACTERISTICS OF ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

The study of vocational college students is mainly to exercise their professional ability and work skills in the later social life. So being educated is very different from university teaching. College is mainly about learning knowledge, and higher vocational colleges are mainly about developing skills.

2.1 Specialization

The study of higher vocational college students in school mainly revolves around professional courses and practical courses. More targeted, is to pave the way for future work and life.

2.2 Practicality

As higher vocational students are relatively more practical in learning, and in the future employment, most of the students are engaged in early childhood English and primary school English education, in fact, the requirement for English level is not very high, which directly leads to the more practical English teaching of higher vocational students.

2.3 Specialization

Higher vocational students' learning specialty is serious, and the study of higher vocational students is often for one skill. For example, English teaching in higher vocational colleges is to use English textbooks to teach listening, speaking, reading and writing, and such teaching also lays a paving stone for future employment [1].

3. THE EXISTING PROBLEMS IN ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1 Backward teaching concepts

Due to the fact that English teachers in higher vocational schools still have backward concepts in teaching, coupled with the low contact rate between students and teachers, the students' own foundation is weak, and the students' psychological weariness, the teachers' classroom efficiency is low. Even if the teacher is careful in the class, most of the students are still either mute English or playing their own games. Students' reading and expression skills are not really improving at all.

3.2 The English curriculum is unreasonable

The deficiency of teaching level and teaching ability in higher vocational schools directly affects the development of English courses. The insufficiency of teachers' own professional ability and teaching level, as well as the insufficiency of teaching tools and even teaching books and courses, have a direct impact on students' English learning [2]. Therefore, the establishment of vocational English courses, the improvement of teachers' professional ability and education and teaching level, and the development of educational practice courses have become the driving force for the improvement of vocational English

innovation, and have laid the foundation for students' career development after graduation.

3.3 Vocational college students lack interest in English Interest is the starting point of all learning. Vocational college students before vocational college life either have little interest in learning, or have worked hard but only to cope with the exam, all lack of interest in learning, learning motivation is poor. Some even come to school just to get a diploma, so that they can get a foot in the door for work. However, these students do not know that only relying on the school diploma as a stepping stone can only make a good start for your work, and some even have no beginning, they were eliminated. the reasons are all the same, lack of real work. Because no one pays people to eat and drink for free. Therefore, vocational students must not live up to their time, do not live up to their parents' expectations, and do not live up to their own life. Try to develop an interest in the subject and study well. Don't be an outcast forever.

3.4 English teaching lacks features

Vocational English usually has a clear purpose, in order to improve students' skills, so the selection of materials may lack of interest, professional stronger, so easy to make students lack of interest in learning, resulting in weariness. Some students may want to learn but have difficulty getting started. Therefore, teaching materials should cultivate students' innovative spirit and practical ability. You can choose the teaching materials selectively, do not blindly be more difficult, more professional. Introductory knowledge can also be relatively selected to set up basic subjects.

3.5 There is no diversified teaching mode and no strong teaching force

Diversified teaching modes can improve students' learning interest, improve teachers' classroom feedback rate, and strong teachers can enhance students' learning experience and feelings. But unfortunately, these two vocational schools are lacking. Of course, there is no lack of individual cases, but most vocational schools have a single teaching mode, which is to improve students' learning ability by teaching knowledge from books. the teaching force of vocational schools is relatively weak, and some schools still use the old teachers who are rehired. Although the old teachers are experienced, sometimes they lack innovation in teaching, the above factors all lead to the low learning ability of vocational college students.

4. EMPLOYMENT-ORIENTED VOCATIONAL ENGLISH TEACHING INNOVATION STRATEGIES

4.1 Employment-oriented, clear course objectives

The professional ability of teachers should be improved in the training of vocational students. Higher vocational education should also enhance the interest of courses, set up more innovative courses, and improve students' innovative spirit and practical ability. Let students learn more skills while learning their own

courses. At the same time, they also enhance their interest in the discipline and promote each other. the more clear the goal of the course, the easier it is to practice, assuming that knowledge is water, the sponge absorbs water, only the more knowledge, the more water absorption, the more knowledge applied, it will be like squeezing the sponge the more easy, the more application the more comfortable.

4.2 Employment-oriented reform of teaching materials Facing the hard bones that are difficult to crack is the need for experts to deal with, and the foundation of vocational English students themselves is weak, in order to avoid the embarrassing situation of the bear to break the corn, it is better to carry out the comprehensive deepening reform of vocational English teaching materials, so as to make vocational English learning and teaching more targeted and flexible, in addition, professional courses are indispensable. To increase the practical opportunities for students as much as possible, so that students can learn more easily and teachers can teach more easily.

4.3 Change the teaching concept and innovate the teaching model

Innovation spirit and practical ability go hand in hand, in order to improve innovation ability, the improvement of practical ability is essential. Higher vocational schools can organize more practical activities, and higher vocational teachers can also organize more groups to practice and explore, change the teaching mode and concept that has been clinging to textbooks before, and deepen innovation is the first driving force for the reform of learning ability. Change the teaching mode and take innovative teaching as the leading [3].

4.4 Strengthen the construction of "double-qualified" teams and improve the comprehensive ability of teachers

"Double-qualified" team construction, that is, the teaching and learning system of higher vocational teachers, higher vocational textbooks and higher vocational students respectively. In the daily life after class, vocational college students can use the textbooks on hand to self-study and self-education, and make marks when they encounter difficulties, and leave them to class to solve; In class, listen carefully and review the marking questions carefully. High vocational teachers should study hard and make progress. Constantly improve their own business capabilities.

4.5 Establish an assessment and evaluation system with employment as the guide

There is no pressure, there is no motivation, establish an assessment and evaluation system, assess the academic level of vocational students, let the group of vocational students evaluate, and accept the evaluation of vocational teachers, carry out vocational students' learning and assessment lectures, adhere to the employment-oriented, teach students skills, learn to use APP and other applications, use information technology to carry out evaluation and other activities.

5. CONCLUSION

Vocational education should make every possible effort to develop innovative vocational English education, and be employment-oriented, so that vocational students can learn more easily and create more possibilities for vocational students to find employment. Contribute to the construction of higher vocational education in China.

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Research On the Mode of Integrated Innovation and Entrepreneurship Education in Universities

Mengli Zheng

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Combined with the actual situation, with the continuous development of the social and economic system in our country, the social from all walks of life put forward more stringent requirements in the application of talent, which makes the employment environment faced by college graduates more severe. the development of innovation and entrepreneurship education activities can not only stimulate the efficiency of students' innovation and entrepreneurship, but also promote the full play of students' personal value. Based on this, this paper carries out an in-depth analysis of the integrated innovation and entrepreneurship education model in colleges and universities, hoping to play a certain role in the development of related work.

Keywords: Universities; Integration; Innovation and entrepreneurship education

1. INTRODUCTION

In the current society, innovation and entrepreneurship education in the process of continuous development has gradually become one of the important components of the college talent training system. According to the actual development of innovation and entrepreneurship education in colleges and universities at the present stage, some colleges and universities take knowledge imparting and theoretical learning as the main forms of innovation and entrepreneurship education, which makes it difficult for the talents cultivated by colleges and universities to fully meet the needs of the society for compound and innovative talents in the modernization of China's market economy system. Therefore, on the basis of clarifying the value of innovation and entrepreneurship education, colleges and universities need to conduct in-depth analysis in view of the comprehensive requirements put forward by the current society for talents' innovation and entrepreneurship ability, so as to effectively optimize the training mode of talents, improve the consistency of innovation and entrepreneurship education in colleges and universities with the development trend of the Times, and finally send more higher quality innovation and entrepreneurship talents for the development of our country's social economy.

2. CURRENT SITUATION OF INTEGRATED INNOVATION AND ENTREPRENEURSHIP
ACADEMIC PUBLISHING HOUSE

EDUCATION MODEL IN COLLEGES AND UNIVERSITIES

2.1 Lack of integrated curriculum system

In the implementation of innovation and entrepreneurship education in colleges and universities, if there is no integrated curriculum system, the value of innovation and entrepreneurship education model in colleges and universities will not be fully developed, and the goal of innovation and entrepreneurship education will naturally be difficult to achieve. In the current society, although some colleges and universities integrate innovation and entrepreneurship education into their own talent training system, due to the influence of various factors, there are still negative phenomena in the implementation of specific education work, such as emphasizing theory rather than practice, which makes it difficult for students to improve their innovation and entrepreneurship ability by participating in innovation and entrepreneurship education activities [1]. In addition, some universities have obvious singleness in the content of innovation and entrepreneurship courses and lagging teaching methods, thus making theory and practice unable to integrate organically, and eventually resulting in negative problems such as theory failing to provide scientific guidance for entrepreneurial practice.

2.2 Lack of integrated teaching team

At present, in the stage of college education, teachers of specialized courses and practical guidance teachers all undertake the task of innovation and entrepreneurship education. Due to different areas of emphasis of different teachers, there are obvious differences in the goals and methods of innovation and entrepreneurship education. According to the actual situation, teachers of professional courses in colleges and universities usually attach great importance to the teaching of professional knowledge, which leads to their easy neglect of the value of cultivating students' entrepreneurial practical ability. On the other hand, practice tutors often pursue the number of practical projects too much, which directly affects the effectiveness of practical activities. In general, if colleges and universities lack a team of integrated innovation and entrepreneurship teachers, they are prone to negative problems such as the dispersion of teaching power in the specific education stage, which

will ultimately lead to the inability to improve the efficiency and quality of innovation and entrepreneurship education activities in colleges and universities.

3. RESEARCH ON THE MODE OF INTEGRATED INNOVATION AND ENTREPRENEURSHIP EDUCATION IN UNIVERSITIES

3.1 Building interdisciplinary innovation and entrepreneurship course groups

From the point of view of the random and scattered nature of innovation and entrepreneurship courses in colleges and universities, colleges and universities need to clarify the different characteristics of each major and effectively promote the construction of integrated innovation and entrepreneurship courses. According to the actual situation, when constructing interdisciplinary innovation and entrepreneurship course group, its knowledge content can be divided into two types: innovation and entrepreneurship. In terms of course types, it can be divided into professional courses and practical courses. Therefore, in order to effectively build interdisciplinary innovation and entrepreneurship course groups, colleges and universities need to define the theme of course group construction based on the characteristics of different disciplines, so as to bring more practical value to students on the basis of giving full play to the educational value of professional knowledge, and finally provide full guarantee for the realization of the training goal of integrated innovation and entrepreneurship talents in colleges and universities.

3.2 Building an innovation and entrepreneurship education team

The lack of integrated innovation and entrepreneurship education team is one of the main factors affecting the efficiency and quality of integrated innovation and entrepreneurship education in universities. Therefore, universities need to promote the realization of the goal of integrated innovation and entrepreneurship education through the construction of innovation and entrepreneurship education team. First of all, colleges and universities need to focus on the team construction of course teachers, practice instructors and project incubation mentors, and scientifically integrate them to promote all kinds of teachers to effectively implement the talent education of innovation and entrepreneurship education in the process of cooperation. Secondly, in terms of the talent training path of integrated innovation and entrepreneurship education, colleges and universities need to make it clear that the talent training path can be divided into two different parts: on-campus and off-campus. In this process, colleges and universities can organize professional teachers to visit and study, investigate and establish in-depth cooperation with enterprises to ensure that teachers can scientifically integrate theoretical knowledge with practical projects, so as to build a high-quality college innovation and entrepreneurship education and

training team. In addition, colleges and universities can also combine their own requirements for innovation and entrepreneurship education by inviting off-campus majors to serve as mentors for integrated innovation and entrepreneurship education, and by giving full play to the value of school-enterprise cooperation, lay a solid foundation for the realization of the goal of integrated innovation and entrepreneurship education in colleges and universities [2].

3.3 Improving the mechanism for ensuring innovation and entrepreneurship

A comprehensive analysis of the current problems such as the difficulty in implementing innovation and entrepreneurship projects in the training of integrated innovation and entrepreneurship talents in colleges and universities shows that in order to effectively deal with such problems and promote the realization of the training goal of integrated innovation and entrepreneurship talents in colleges and universities, colleges and universities must pay attention to the integration of innovation and entrepreneurship education resources and do a good job in the provision of innovation and entrepreneurship education facilities. So as to lay a solid foundation for the implementation of integrated innovation and entrepreneurship personnel training. Secondly, colleges and universities should give full play to the value of innovation and entrepreneurship centers on campus, and provide students with innovation and entrepreneurship information, such as national policies, economic development trends, etc., so as to further promote the effective development of innovation and entrepreneurship activities of college students. In addition, colleges and universities should also set up an independent innovation and entrepreneurship capital system for college students, and constantly strengthen the review of innovation and entrepreneurship projects for college students, so as to provide necessary support for innovation and entrepreneurship activities of college students and achieve a good goal of integrated innovation and entrepreneurship education in colleges and universities.

4. CONCLUSION

To sum up, innovation and entrepreneurship education itself has obvious integration characteristics in the education stage of colleges and universities. Therefore, in order to achieve good innovation and entrepreneurship education goals, colleges and universities must break through the barriers of various disciplines and enhance the connection among various disciplines, so as to effectively connect the education work of various disciplines. It lays a solid foundation for the improvement of the efficiency and quality of integrated innovation and entrepreneurship education activities. In this process, universities should also carry out in-depth analysis of the problems existing in their own innovation and entrepreneurship education, and strictly implement the construction of innovation and entrepreneurship course groups, so as to fully meet the

needs of social development while comprehensively promoting the integrated innovation and entrepreneurship education, and ultimately promote the quality of innovation and entrepreneurship education in universities and colleges to be truly significantly improved.

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The Realistic Dilemma and Improvement Strategy of the Management of Student Records in Higher Vocational Colleges

Chunna Zhou

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Vocational college student record file is a very important material in the process of student learning career, it can prove that students receive education in the school, students go to work in the future, or further study need to improve the file material, once the student record file management problems, will seriously affect the future of students. In this regard, to improve the level of school record management in higher vocational colleges is a problem that must be paid attention to. School record record management should be standardized and modernized to better serve students. Based on this, this paper takes the management of student records in higher vocational colleges as the theme to discuss and study, analyze the current practical problems in the management of student records in higher vocational colleges, and explore effective strategies for improving the management of student records.

Keywords: Higher vocational colleges; One's school status; Archives; Management; Dilemma; Tactics

1. INTRODUCTION

The student record file of vocational colleges records the whole process of vocational students receiving education in the school, which can show the real situation of a student and play a very important role in the future work of students. From a student entering the school to leaving the school after graduation, the student status file covers almost every process. Doing a good job in the management of the student status file in higher vocational colleges can form a good school spirit, improve the school management system, enhance the moral cultivation of students, and facilitate the unified management of students.

2. THE CURRENT REALITY OF THE MANAGEMENT OF VOCATIONAL COLLEGE STUDENT RECORDS

2.1 At present, the management of student records in higher vocational colleges has not adopted new management means

At present, China's higher vocational colleges lack of attention to the management of school records, the school and teachers put more energy on teaching and experiment, resulting in negligence in the management of school records, there is no effective management means, and the management of school records lags

behind. At present, many students' file information is incomplete and has not been effectively classified. When it is necessary to retrieve school records, the means of searching files are backward and lack of effectiveness, which affects students' actual life [1].

2.2 At present, the management of student records in higher vocational colleges lacks the management consciousness of informatization

There are more students in higher vocational colleges than ordinary middle and high school students, which makes the management of school records more complex and systematic, and it is necessary to use big data information technology to carry out file management. However, at present, many higher vocational colleges lack information management consciousness in file management, and the construction of information management system within the colleges is not perfect. As well as the existence of security problems that do not pay attention to the management of student file information, it has seriously affected the progress of the management of student records in higher vocational colleges. At present, the means of managing student records in many higher vocational colleges are relatively backward, which can not meet the needs of current education development, and underestimate the importance of archives management, resulting in the lagging development of information construction in higher vocational colleges. In addition, due to the lack of information management awareness of school records, many schools do not have their own information management system, which makes the internal information of higher vocational colleges is not shared and the communication is slow.

2.3 The current management system of student records in higher vocational colleges is not perfect enough

At present, many higher vocational colleges have imperfect management system of school records. They do not have a set of management system of their own school, and lack of understanding of school records management. For example, in the actual process of carrying out the management of school records, because the materials of school records involve many majors of students, there is no perfect management system, which makes the file management work among various departments of the school unable to be unified.

Each department has its own management and preservation methods, which makes some of them paper files, and one department electronic files. If students use the file and access the file, there will be incomplete file information, such as in the admission office, the student status file only has basic information, in the admission office, and the lack of information at the time of enrollment. the imperfect file management system of vocational colleges makes the file management standards not uniform, and there are cases of missing files or missing information, which can not provide high-quality services for students.

3. THE EFFECTIVE STRATEGIES FOR IMPROVING THE MANAGEMENT OF STUDENT RECORDS IN HIGHER VOCATIONAL COLLEGES

3.1 The use of hierarchical management of vocational college students' student records classified management

Higher vocational colleges should pay more attention to school record files, optimize and reform the management of school record files, incorporate the management of school record files into daily work, clarify the important position of school record files in higher vocational colleges, and adopt new management methods and means to classify and manage students' school record files. In the process of actual management of student status files, the school and teachers can adopt hierarchical management to optimize management. For example, when new students enter the school, the management of student status files is uniformly retained and updated by the admission office, and each professional field is subdivided to achieve accurate management, such as the School of Civil Engineering, the School of Electronic Information Engineering, the School of Art, and so on. Subdivision of professional departments. Such as civil engineering under the hydraulic engineering department, road and bridge engineering department; Electronic information engineering has Department of Electronic Science and Technology, Department of Electronic Communication Engineering; the School of Art has music department, art department, dance performance department and so on. Finally, the student status files of each department will be handed over to the guide teachers of each class, and the teachers will carry out unified management.

By subdividing the management of school record files to achieve strict classification, teachers of all majors can understand the basic situation of students in their own department, and it is also convenient for students to find teachers to retrieve files at different levels. Instead of going through the school, teachers of all majors are uniformly responsible, which simplifies the process of file retrieval and optimizes the responsibility of files [2].

3.2 The use of big data information technology to establish a networked student status management system within higher vocational colleges

In addition to the hierarchical management of school records, higher vocational colleges can also use big data information technology to establish a networked school records management system within higher vocational colleges, so as to establish a related management system and realize the entry of school records information on the network. In this way, it can meet the requirements of information construction and management. Compared with traditional paper archives, electronic archives strengthen the management of security precautions and reduce the inconvenience caused by the loss of files. the use of big data information technology is an effective measure to improve the management level of student records in higher vocational colleges. In the process of implementation, higher vocational colleges should pay attention to equipped with a separate management file computer and mobile hard disk, and at the same time do a good backup to prevent data loss. the use of information technology to manage archives can enable information sharing within the campus, complete the information of students' student records, and facilitate students to access electronic archives by entering their account numbers and passwords on the network [3].

3.3 Improve the management system of student records in higher vocational colleges

Finally, it is necessary to perfect the management system of student records in higher vocational colleges, strengthen the construction of information technology, and improve the comprehensive quality of managers. Higher vocational colleges can set up a file management model that conforms to the characteristics of the school, adjust the work arrangement in time according to the actual work needs, so as to improve the efficiency and effect of the management of student records, and achieve a streamlined and standardized management system.

4. CONCLUSION

To sum up, although there are many problems in the management of school records in higher vocational colleges at this stage, with the efforts of school authorities and teachers, as well as the support of new technologies, it can be continuously optimized and reformed to better complete the management of school records. It is very necessary to improve the management level of student records in higher vocational colleges. By optimizing the management of student records in higher vocational colleges, the management system of the school can be improved, the moral cultivation of students can be improved, and the unified management of students can be convenient. In the process of the management of vocational colleges' school records, we should pay attention to the use of new management means to classify students' school records. At the same time, we should use big data information technology to form a networked school records management system within the school. Finally, we should improve the management system of school records, so as to maximize the quality and efficiency of

vocational colleges' education work. Improve the integrity and standardization of archives management in higher vocational colleges, and promote the healthy and sustainable development of higher vocational colleges.

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The Innovative Path of College Students' Online Ideological and Political Education Under the Background of Short Video Communication

Xuemei Zong

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: With the rise and popularity of short video platforms, college students are increasingly immersed in the sea of short video. However, in this entertainment and fragmented communication environment, college students' online ideological and political education faces many challenges. Under the background of short video communication, college students' thoughts have been impacted unprecedentedly. Short video platform, with its fast, concise and attractive characteristics, has quickly attracted the attention of a large number of young people, and become an important way for them to obtain information and exchange ideas. However, the content propagated by short videos often tends to be entertaining and lacks depth and correctness, which is easy to have a negative impact on college students' thoughts. In the face of this problem, this paper aims to explore how to innovate the path of college students' online ideological and political education, so as to promote their correct guidance of thought and enhance political consciousness.

Keywords: Short video; College students; Network ideological and political education; Innovation path

1. INTRODUCTION

In recent years, with the popularization of mobile phones and the progress of network technology, short video application has become an important channel for college students to chase fashion trends and obtain information. However, the information conveyed by short videos is often dominated by entertainment and lacks depth and correctness, which is easy to have a negative impact on college students' thoughts. Therefore, how to innovate college students' online ideological and political education under the background of short video communication has become an urgent problem to be solved.

2. STRENGTHEN THE CONTENT MANAGEMENT AND SUPERVISION OF SHORT VIDEO PLATFORMS

In order to strengthen college students' online ideological and political education, we must strengthen the content management and supervision of short video

platforms. In the face of the proliferation and negative impact of short video platforms, it is essential to establish a sound audit mechanism. The platform needs to set up a special team responsible for reviewing whether the content published is in line with socialist core values and laws and regulations. This team should be made up of experienced people with professional backgrounds who can accurately judge the authenticity and legitimacy of the content. At the same time, short video platforms should establish a blacklist mechanism to restrict illegal content and restrict accounts that spread bad, vulgar and harmful information. This blacklist mechanism prevents accounts that spread erroneous views and false information from remaining active on the platform. In this process, the government can also strengthen the supervision of short video platforms, ensure that the platforms operate in accordance with laws and regulations, and actively guide their self-regulatory development. Only by strengthening content management and supervision can we ensure that short video platforms disseminate correct and beneficial ideological and political education content. [1]

Measures to strengthen the content management and supervision of short video platforms are part of college students' online ideological and political education, which can effectively curb the spread of bad information and purify the network environment. However, simply relying on the management and supervision of the platform is not enough, and other educational means are needed to carry out ideological and political education in a more comprehensive way. Therefore, we also need to work on other aspects to cultivate media literacy and critical thinking skills of college students, guide them to view the online world correctly, and stimulate their interest and participation in ideological and political education. Only through joint efforts can we effectively improve the quality of college students' online ideological and political education, guide them to establish a correct world outlook and values, and contribute to the development of the socialist cause.

3. PROMOTE INNOVATIVE IDEOLOGICAL AND POLITICAL EDUCATION MODELS

Promoting innovative ideological and political education model is one of the keys to solve the problem of college students' online ideological education. the traditional ideological and political education model mainly focuses on classroom teaching, which is often difficult to arouse students' interest and attention, and can not meet their fragmented and entertaining learning needs. Therefore, we need to learn from the characteristics of social media, integrate ideological and political education into it, and make it more close to the lifestyle and reading habits of college students.

By Posting short videos, articles and pictures on Weibo, public accounts and other platforms, they can convey correct ideas and political concepts to college students. the content should be concise, engaging, and presented in an interesting way to attract the attention and resonance of college students. Moreover, through the form of short videos, specific examples can be vividly displayed, so that college students can more intuitively understand and accept the content of ideological and political education.

By promoting innovative ideological and political education models, we can better meet the needs of college students' online ideological and political education, guide them to correctly guide their thoughts and enhance their political consciousness. [2] At the same time, the innovative model can also stimulate students' learning enthusiasm and participation, and improve their thinking ability and comprehensive quality. Only continuous innovation can make ideological and political education more attractive and effective, cultivate more positive college students, and contribute to the development of the socialist cause.

4. CULTIVATE COLLEGE STUDENTS' MEDIA LITERACY AND CRITICAL THINKING ABILITY

Fostering media literacy and critical thinking ability of college students is one of the urgent problems in higher education today. With the rapid development of information technology and the diversification of media, college students are faced with a huge amount of information, and it is difficult to distinguish the authenticity and credibility of information. Therefore, it is particularly important to cultivate college students' media literacy and critical thinking ability. In this regard, we can systematically teach college students the basic knowledge and skills of media literacy by setting up relevant courses. the course content can include the types and characteristics of media, the methods of information acquisition and analysis, etc. [3] Through the study of these courses, college students can effectively understand the operation mechanism of the media and the law of information dissemination, and improve their sensitivity and vigilance to the media.

One of the ways to solve the problem is to pay attention to practical teaching and guide college students to

actively participate in media practice activities. For example, students can be organized to participate in the work of the school newspaper, radio station, television station and other media organizations. Through hands-on practice, college students can have a deeper understanding of the operation process of the media and improve their media literacy and critical thinking ability. At the same time, students can also be organized to participate in media commentary, writing competitions and other activities to cultivate their critical thinking and judgment skills on media. [4] Finally, family education also plays an important role. Parents should pay attention to their children's media use and guide them to view media information correctly. You can watch news, TV shows and movies with your children and discuss and analyze them. Parents can also teach their children correct values and ethics and improve their ability to identify false information and undesirable content.

Cultivating college students' media literacy and critical thinking ability is an indispensable part of today's higher education. By offering relevant courses, practical teaching, providing resources and family education, college students' media literacy and critical thinking ability can be effectively improved, so that they can better distinguish truth from falsehoods and think rationally in the information age, and make positive contributions to the healthy development of society.

5. CONCLUSION

Facing the challenge of online ideological and political education of college students under the background of short video communication, it is necessary to take an innovative path to guide college students to think and act correctly. Through strengthening the content management and supervision of short video platforms, promoting innovative ideological and political education models, cultivating college students' media literacy and critical thinking ability, and strengthening the joint efforts of schools, families and society, the quality of online ideological and political education of college students can be effectively improved, and their positive ideological and political consciousness can be cultivated. To contribute to the development of the socialist cause. Only innovative ideological and political education can better adapt to the needs of the Times and guide the healthy growth of college students.

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