

THE INFLUENCE OF THE MODE OF COOPERATION BETWEEN COLLEGES AND ENTERPRISES ON THE CORE ACCOMPLISHMENT ANXIETY OF COLLEGE STUDENTS

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Background: With the rapid development of manufacturing industry and the improvement of people's demand for education, the state has paid more and more attention to higher vocational education. Under the great encouragement and promotion of the state, schools around the country have carried out a drastic reform. After more than ten years of hard development and tortuous progress, higher vocational education has strengthened the development direction of the mode of running vocational education with the combination of production and education and the cooperation between schools and enterprises. Among them, "school-enterprise cooperation" is a concept and a mode of running a school.

With the rapid development of social economy, the updating and iteration of knowledge and skills become faster and faster. If we cannot effectively shorten their knowledge and skills iterative cycle, effective grasp and use of cutting-edge theory and technology, will be eliminated by the times. In updating knowledge and skills, the most critical is to see whether they have core professional qualities, that is, not only to engage in the current work of knowledge and skills, but also have knowledge transfer ability. As a vocational college students can not only make good use of their own vocational skills, but also to work to solve other problems, which fully reflects the importance of professional core literacy. In vocational colleges, the students' knowledge and skills are more practical and operational, and they often take part in work directly after a short period of study. Therefore, the cultivation of students' core accomplishment should not only attach importance to basic accomplishment, but also strengthen the cultivation of students' professional ability, quality and morality so as to better adapt to the rapidly changing times. However, we should also clearly see that the current vocational colleges in our country pay more attention to the specific technical skills education and less attention to the ability to use knowledge and skills, ignoring the cultivation of students' core professional qualities. As an important force of socioeconomic construction, vocational college students need to have more comprehensive quality on the basis of certain theoretical and practical skills, so the core quality of students should be an important indicator of education and teaching. With the development of practical teaching and cooperation between schools and enterprises, the role of enterprises in fostering students' core accomplishment is gradually recognized. Therefore, it is very important to study the cultivation path of vocational college students' core literacy in the perspective of school-enterprise cooperation.

Objective: The basic connotation of school-enterprise cooperation is industry-school cooperation, which is the basis of "work-study combination". At present, our country's higher vocational education has made initial achievements in the field of school-enterprise cooperation, but on the whole, there is no corresponding operating system and long-term mechanism. With the diversification of training objectives, vocational core literacy has gradually become an important indicator of the quality of technical and technical personnel training, and the state has issued policies to put forward requirements for students' core literacy training and give guidance. At present, vocational colleges pay much attention to the education of technical skills, and do not fully understand the cultivation of students' core qualities and the cultivation system is not perfect. Therefore, it is of great significance to study the ways of cultivating core accomplishment of vocational college students in the perspective of school-enterprise cooperation.

Subjects and methods: Core literacy training of college students has become an important teaching content in vocational colleges. Vocational colleges have also realized the importance of Core literacy training. Randomly selected 100 college students to investigate, using the questionnaire model method, first measured their psychological conditions, do a good job. After one month, the 100 students were surveyed again with questionnaire. The results were compared with the first time, and the satisfaction of 100 students was investigated by interview. This research launches the investigation from three aspects: first, the school-enterprise cooperation is advantageous in the consummation vocational colleges personnel training system. Second, school-enterprise cooperation is conducive to promoting the construction of human resources. Third, school-enterprise cooperation is conducive to improving students' core accomplishment. According to the students' satisfaction and emotion change, this paper summarizes the influence of the mode of school-enterprise cooperation on the core accomplishment anxiety. Using Excel statistics of college students' satisfaction with school-enterprise cooperation mode.

Results: In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 100 people shall be rounded off and the result shall be determined by means of rounding off the average. The specific statistical table is shown in Table 1.

Table 1. College students' satisfaction with the school-enterprise cooperation model

Factor	Improve the system	Promote construction	Improve core literacy
University student	4	3	4

Conclusions: Core literacy is the basis for vocational college students to adapt to social development, and the cultivation of core literacy has become the core goal of current education. School-enterprise cooperation plays a vital role in fostering students' core accomplishment. Therefore, vocational colleges should rely on school-enterprise cooperation to constantly improve the training system of core accomplishment and provide high-quality technical and technical talents for the society. Therefore, the alleviation university student core accomplishment anxious mood is essential. The research shows that the mode of school-enterprise cooperation in higher vocational education has a positive impact on the core literacy anxiety of college students.

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INFLUENCING FACTORS OF EXPRESS ANXIETY OF B2C E-COMMERCE PLATFORM USERS

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Background: At present, on the basis of the huge online shopping crowd, a large number of people with "express anxiety" have been extended. The essence of this express anxiety phenomenon pointed out in this paper refers to the psychological state of consumers. In the scenario, it can be explained as the anxiety generated in the whole process of B2C platform users purchasing goods in online stores, then using the logistics query function of the platform to query the logistics information of goods, and finally receiving express, for example, I can't wait to receive the goods but don't arrive, and I'm worried about the damage and loss of the goods when I buy the goods that are of great value to me. When this anxiety affects the user's psychological state, the user's emotional experience will become worse in the whole process of shopping and receiving express. At the micro level, when users have anxiety, for a single online store, it may hurt users' loyalty and fail to maintain users, thus hindering their own development. For a single express enterprise, paying attention to customers' emotional experience is the key factor to gain an advantage in the industry competition, so users' express anxiety may indirectly affect the development of express enterprises by affecting users' emotional experience. On the macro level, when many users have express anxiety, their dissatisfaction with different online merchants and express enterprises may accumulate a negative impression on B2C E-commerce platform and E-commerce logistics industry, which will have a serious negative impact on the development of B2C E-commerce platform and E-commerce logistics industry.

Objective: With the rapid development of the Internet, the network environment has been greatly improved and the number of Internet users is quite large. The development of B2C E-commerce industry and express logistics industry has shown a rapid development trend. At the same time, a large number of people with "express anxiety" have extended on the basis of the huge online shopping crowd, who buy goods online, B2C E-commerce platform users who query commodity logistics information according to the logistics query function of B2C platform, resulting in anxiety. Therefore, it is of great significance to analyze the influencing factors of express anxiety of B2C E-commerce platform users.

Subjects and methods: This paper mainly studies and analyzes the influencing factors of express anxiety of B2C E-commerce platform users. It is studied from four aspects: perceived information overload, perceived risk, perceived reputation and perceived information quality. A third-tier city was randomly selected and a questionnaire was distributed to citizens to statistically analyze the influencing factors of express anxiety of B2C E-commerce platform users.

Study design: 500 groups were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 487 were recovered, and the number of valid copies was 469.

Methods: Use Excel to count the influencing factors of express anxiety of B2C E-commerce platform users.

Results: Information overload has become a big problem, which not only seriously affects people's work and ability, but also affects their interpersonal relationship and quality of life. Rich information actually threatens personal control of the situation rather than improving it. When the information supply exceeds a person's information processing ability, when individuals face the problem of identifying relevant