

to a certain extent, and maintain the public's health and social stability under the current epidemic background.

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CONSTRUCTION OF COLLABORATIVE DEVELOPMENT MECHANISM OF LOGISTICS AND MARKETING MANAGEMENT UNDER THE BACKGROUND OF INTERNET PLUS COGNITIVE IMPAIRMENT

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Background: Nowadays, promoting the coordinated development of logistics and marketing management is a common problem faced by enterprises in the "Internet +" era. In the context of "Internet +", the coordinated development of logistics and marketing management refers to the formation of a functional system of logistics and marketing management within the enterprise, in which all organizational parts coordinate with each other, share resources, and finally make decisions together. On the one hand, only after being familiar with the enterprise marketing strategy can the logistics department ensure the smooth logistics, make the offline logistics activities effectively undertake the direction of marketing strategy, and feedback information to realize the real-time adjustment of marketing strategy. On the other hand, as the core of enterprise market function, marketing management plays an important role in the realization of enterprise user core value and supports the operation of logistics system. Logistics plays an important role between product marketing and user demand satisfaction. Improving the level of logistics management can promote the implementation of enterprise marketing strategy. In turn, marketing strategy promotes the improvement of logistics efficiency. Therefore, the interaction and close relationship between enterprise logistics and marketing management, and it is very necessary to develop them together.

Although China has made some achievements in the coordinated development of logistics and marketing management, a more perfect mechanism is needed to improve the coordinated development of the two. Therefore, based on the Internet plus cognitive impairment, a collaborative development mechanism of logistics and marketing management is studied. Different from the traditional mechanism, this mechanism completes the functions of enterprise marketing by optimizing the functions of logistics module. Among them, the basic functions of logistics include order procedure, warehousing, inventory and transportation. First, the evaluation of order procedure, customers can order products by means of network, fax and telephone. Secondly, warehouse evaluation, which includes warehouse layout, warehouse quantity and warehouse utilization. Thirdly, the inventory evaluation is also divided into three parts: inventory capital occupancy rate, inventory turnover rate and customer order satisfaction rate. Finally, transportation evaluation, which is the most important part of logistics activities. After integrating the four logistics functions, the logistics system can be optimized, which improves the work efficiency and reduces the logistics cost. In addition, by improving these four logistics functions, the corresponding marketing objectives of the enterprise can be effectively completed and the profit can be maximized. The construction of coordinated development mechanism of logistics and marketing management is of great significance to enhance the competitiveness of enterprises and promote the stable and long-term development of enterprises.

Based on the "Internet plus" cognitive impairment, a collaborative development mechanism of logistics and marketing management was constructed, and a questionnaire was conducted to investigate employees' questionnaires, and to explore the effect of the collaborative development mechanism of logistics and marketing management, and to promote the close relationship between logistics and marketing management, and further enhance the interaction between them. So as to improve the market competitiveness of enterprises.

Research objects and methods: 280 employees, including employees and department managers, were selected as the research objects. Based on the traditional coordinated development mechanism of logistics and marketing management and the development mechanism constructed in this study, a questionnaire was compiled and distributed to the research objects to investigate the recognition of the research objects to the two development mechanisms. In the questionnaire, there are 40 questions related to each development mechanism. The score of each question is 0 - 3, and the full score is 120. The higher the score, the higher the recognition of the research object to the collaborative development mechanism.

Research design: A questionnaire was distributed to 280 subjects. The filling time of the questionnaire should not exceed 20 minutes, otherwise the questionnaire will be invalid. After collecting the

questionnaire, the effectiveness of the two collaborative development mechanisms of logistics and marketing management is evaluated according to the scores of the research objects.

Methods: The survey data were processed by software SPSS 18.0.

Results: After the questionnaire was collected and the survey data were statistically analyzed, it was found that the recognition of the improved collaborative development mechanism of logistics and marketing management was higher than that of the traditional collaborative development mechanism of logistics and marketing management ($P < 0.05$), as shown in Figure 1.

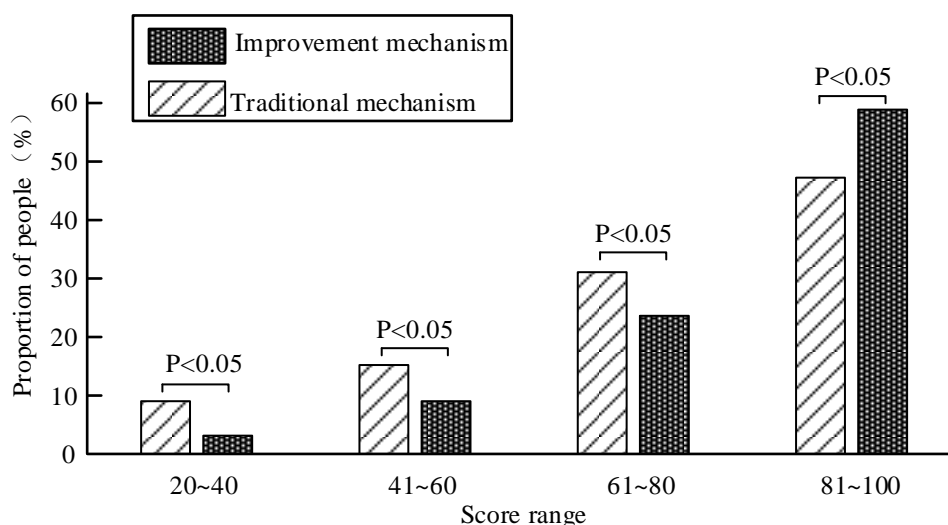


Figure 1. Evaluation of coordinated development mechanism of logistics and marketing management

Conclusions: At present, promoting the coordinated development of logistics and marketing management is a common problem faced by enterprises in the “Internet +” era. Based on Internet plus cognitive impairment, a new collaborative development mechanism of logistics and marketing management was established. The questionnaire results show that the research objects have higher recognition of the improved collaborative development mechanism of logistics and marketing management, which shows that the collaborative development mechanism of logistics and marketing management constructed in this study can enhance the interaction between the two, so as to improve the market competitiveness of enterprises.

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STUDY ON NURSING CARE OF ELDERLY PATIENTS WITH DEPRESSION UNDER HIGH-QUALITY PSYCHOLOGICAL SERVICE

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Background: With the accelerated development of aging in China, the number of elderlies in China will still grow rapidly on an average annual scale of nearly 10 million, and show the characteristics of aging, disability, empty nest and fewer children as a whole, which brings new challenges to actively deal with aging under the current national conditions. With the increasing aging and the continuous transformation of society, there are more and more empty nesters, left behind and inter-generational elderly. The pension resources and social support they enjoy are not optimistic. The resulting psychological problems such as depression and anxiety are common, and the suicide rate of the elderly population is rising. According to the concept put forward by the World Health Organization, healthy aging should be the perfect state for the elderly to achieve physical, psychological and social functions. The mental health of the elderly is one of the important indicators to measure healthy aging. However, with the increase of age, the physical function of the elderly population decreases, coupled with the changes in the surrounding environment, the handling of intergenerational relations, social support and personal factors, the elderly are prone to negative psychological emotions such as loneliness, depression, anxiety and hypochondriasis, which affect the physical and mental health of the elderly population. As a common emotional disorder of the elderly, depression seriously damages the physiological, cognitive and social functions of the elderly, increases the risk of death of the elderly, and causes a serious economic burden on their relatives and society. Low