

management work smoothly and enhances its hidden danger management and accident. early warning capability, we will improve the ability of enterprises to work safely, prevent and control risks, and deal with emergency situations of production accidents. The cloud platform realizes the real-time and pertinence of enterprise epidemic data, achieves accurate prevention and control, takes preventive measures, alleviates the psychological diseases caused by the epidemic, achieves early detection and early treatment, and improves the psychological construction ability of enterprise epidemic prevention.

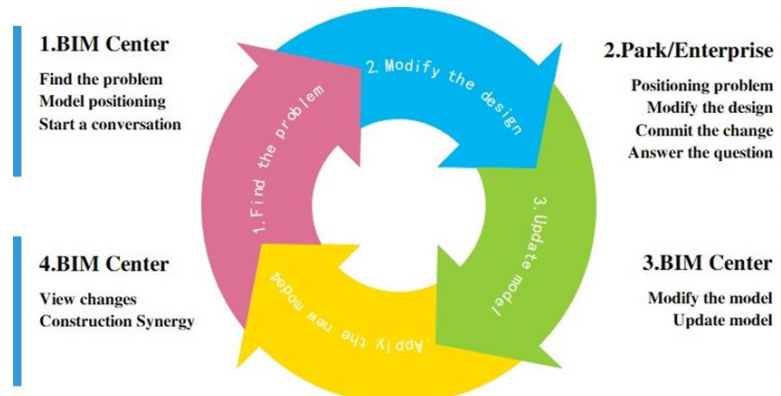


Figure 1. Collaborative management steps

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SOCIAL RESPONSIBILITY OF CHAIN RETAIL ENTERPRISES IN CHINA FROM THE PERSPECTIVE OF ORGANIZATIONAL BEHAVIOR PSYCHOLOGY

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Background: In modern society, enterprises not only need to seek their own development, but also need to undertake certain social responsibilities, which is the inevitable trend of social development. Traditional enterprise theory points out that the ultimate goal of enterprise operation and development is to pursue maximum profit and output value. Now, however, this view is being severely challenged. Modern enterprise theory requires enterprises to realize the value pursuit of diversification, in addition to realizing economic benefits, but also shouldering social responsibilities, enhance the social benefits of enterprises. This idea has become an important thought in enterprise management.

Chain retail enterprises are a kind of economic entity enterprises with special forms. These enterprises have a unique business model and are now spreading all over the country with the momentum of rapid development. The emergence of chain retail enterprises has further strengthened the combination of enterprises and society. They are not limited to big cities, but also enter small and medium-sized cities and rural areas through chain expansion and service extension, so as to promote the consumption upgrading of urban and rural people. By means of chain operation, enterprises closely link their production activities with social life, which has greatly changed people’s social life. Therefore, this paper takes chain retail enterprises as an example, and uses the research method of organizational behavior to analyze the significance and realization of social responsibility of chain retail enterprises in China. From the perspective of organizational behavior theory, we can confirm the complex relationship between enterprises and social

environment, and further analyze the importance and realization of enterprises' social responsibility based on the hindrance of chain retail enterprises in China to undertake social responsibility.

Subjects and methods: Taking chain retail enterprises as an example, this paper uses the research method of organizational behavior to clarify the types of social roles of chain retail enterprises, expounds the particularity of social responsibility, and analyzes the necessity of chain retail enterprises to undertake social responsibility.

Study design: Organizational behavior is an independent theory that studies the work regularity of actors in team organization by comprehensively applying theories related to actors' work behaviors. Organizational behavior is not only a simple study of the actor's work behavior regularity, but also needs to deeply study the influence of the actor's work behavior performance in team organization. For an enterprise, such regularity and influence include communication, encouraging employees, coordinating relations, improving efficiency and so on. The study of organizational behavior theory is helpful for enterprises to optimize management mode, improve management level and strengthen organizational efficiency.

Results: In the social responsibility activities, the role is not only the embodiment of the identity of the perceptual subject, but also emphasizes the social responsibility that the perceptual subject needs to bear, and has the behavior pattern associated with the consciousness of social responsibility. Therefore, chain retail enterprises should first understand the meaning of their social role in the society, clarify the positioning of enterprises in social activities, analyze the content and requirements of undertaking social responsibility, and determine the behavior mode of undertaking social responsibility based on this.

According to the particularity relationship between team organization and social environment in organizational behavior science, the particularity of chain retail enterprises' social responsibility is mainly reflected in the particularity of enterprises' own nature, that is, the particularity of chain retail enterprises' operation and development. Compared with traditional industrial and commercial enterprises, chain retail enterprises have the following characteristics: First, the business model of chain retail enterprises is chain. It is this kind of business model that determines the depth and breadth of social responsibility of chain retail enterprises. Second, chain retail enterprises have mature resource unification and logistics distribution service system. Such logistics distribution service system shortens the transportation distance and transportation cycle of materials, reduces the cost of logistics and transportation, and greatly improves the production efficiency of industry and agriculture. Thirdly, chain retail enterprises are labor-intensive enterprises. The production and operation of such enterprises can not only improve the employment rate of the society, but also greatly enhance the absorption capacity of the labor force in remote areas, thus improving people's quality of life, which is also an important manifestation of social responsibility. As summarized, chain retail enterprises can take full advantage of their own particularity to bear social responsibility and benefit the society.

Conclusions: Based on the theory of organizational behavior related to the relationship between team organization and the external environment, this paper proposes ways to realize the social responsibility of chain retail enterprises. Chain retail enterprises, through their retail stores such as supermarkets and stores, actively undertake social responsibilities and establish "citizen" consciousness. Customer-centered, respect and care for every employee of the enterprise, effectively protect the legitimate rights and interests of consumers and employees. At the same time, in response to the national call for green production, to create environmental protection and energy saving enterprises.

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PSYCHOLOGICAL ADAPTABILITY OF COLLEGE STUDENTS' EMPLOYMENT AND ENTREPRENEURSHIP MANAGEMENT SYSTEM UNDER THE ADJUSTMENT OF INDUSTRIAL STRUCTURE

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Background: With the deepening reform of higher education in our country and the speeding-up of elitism education from popular higher education to popular education, the number of graduates in colleges and universities has risen sharply, so that the employment of college graduates is faced with unprecedented pressure on employment. At present, the development of the secondary and tertiary industries in our country is still inadequate. There is still much room to absorb the employment and start-up population. In particular, the tertiary industry can provide more opportunities for graduates to employment and