

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

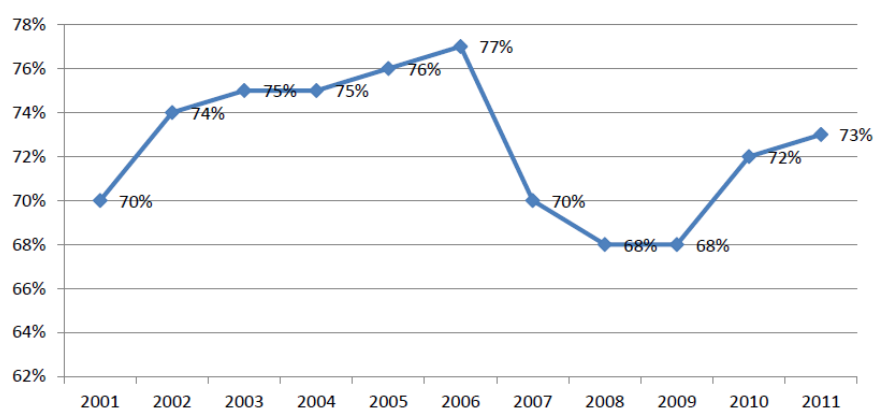
entrepreneurship. The employment and entrepreneurial structure are contradictory, and therefore the huge employment pressure is more prominent. According to the data released by China's ministry of education, the employment rate of undergraduates in China shows a downward trend overall. Employment rate of college graduates is not high, while the total pressure on college graduates to continue to increase, which formed the grim situation of college student's employment. In recent years, industrial upgrading has taken place, and the demand for university graduates has increased more rapidly. Some labor-intensive enterprises have been restricted by the supply of labor and have been slow to expand. Industrial upgrading and employment of university students has always been a hot topic discussed in recent years. Based on the historical statistics and sample survey data, the paper examines the enterprises' absorption of university graduates under the industrial upgrading and the status and employment of current university graduates.

**Study design:** This paper uses the statistical data in the yearbook to show that industrial upgrading has taken place in recent years, and the different stages of industrial upgrading can be explained by the method of comparison. This paper verifies that with China's industrial upgrading, enterprises will absorb more college graduates, while the growth rate of middle school students will slow down. It further explains the conclusion of the analysis on the adaptability of industrial upgrading to the management system of promoting employment and entrepreneurship of college graduates in China.

**Methods of statistical analysis:** The number of university graduates in China in 2002 was 1.45 million, with an increase of 26% over 2001. In 2003, the enrollment of graduates in 1999 began to enter the employment and entrepreneurship market.

**Results:** Employment of college students is a very complex issue, and there are many factors that lead to comprehensive employment of college students difficult. Here are some of the main reasons for the analysis.

Along with the sharp increase in the number of university graduates, there is a gradual rise in the employment and entrepreneurship among university graduates. As can be seen from Figure 1, the number of university graduates to be employed and employed has risen from 340,000 in 2001 to 1.45 million in 2007 and 1.78 million in 2011, which is more than quadruple in ten years. So many college students to be employed have also led to the decline in the quality of employment of college graduates, and job-hunters college graduates filled with the original low-educated population can hold posts.



**Figure 1.** Ratio statistics of college graduate's employment

**Conclusions:** With the economic and social development, great changes have taken place in the knowledge and ability of qualified personnel. The old concept of talent can no longer meet the current economic situation. There is also a new change in the job market for college graduates and a new understanding of their adaptability and competitiveness. Contemporary college students should start from individual reality, and abandon the old concept of employment, and establish a down-to-earth sense of pragmatism, sense of hardship, less vanity and impetuous thoughts. At present, there are still many vacancies in the community, especially in underdeveloped areas such as small and medium-sized cities and towns. In particular, the current period of industrial upgrading is an important period, and all enterprises have increased their demand for highly qualified personnel. Only in this way can we grasp the initiative in employment so that we can talk about positions that will further seek our own ideal.

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## THE INFLUENCE OF TAIJIQUAN ON THE DEVELOPMENT OF PHYSICAL EDUCATION AND MENTAL HEALTH EDUCATION FROM THE PERSPECTIVE OF HEALTHY CHINA

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**Background:** Health is an eternal theme of human. In modern society, with development and progress of living standard and scientific technology, people have increase awareness of health maintenance and focused on personal health, and then constantly sought for and studied healthy styles. Practice has proven that physical exercise is a king of effective methods to enhance health. Many countries appeal national people to carry out public fitness, and constantly carry forward importance of public fitness to improve masses physical quality and then further keep good physical quality and healthy life styles. As “Healthy China 2030” planning outline came, health has become one of focus. During the construction process of “Healthy China”, “Sports” have played a more important role. Taijiquan was a typical example of eastern culture, focused on combination of form and spirit, highlighted the equal importance internally and externally, which could significantly improve people’s physiology, psychology and social adaptation, and become a kind of good fitness sports way at home and abroad that was specially favored by the middle-aged and aged people.

In Taijiquan psychological regulating role in modern people, Gang Wang started from basic theoretical knowledge of Taijiquan, carried out comprehensive analysis on the precondition of social development with times. With increasingly enlarged people’s work and life pressure, people undertook more and more burdens. During exercising process of Taijiquan, people have improved their mood and returned to their original nature, arriving at relaxed mood back to nature, their physical and psychological pressure was alleviated. Such Taijiquan exercise was conductive to physical and psychological health.

**Subjects and methods:** By consulting Taijiquan monograph, journal article, newspaper and magazine from library of Huanggang Normal College and utilizing Chinese academic journals, China National Knowledge Infrastructure’s searching engines to search related data, we read textbooks targeted at Taijiquan, collected relative knowledge about Taijiquan development and mastered basic information in the study. We interviewed or paid a telephone call to some experts and scholars in Huanggang Normal College, and meanwhile visited some folk teams’ Taijiquan organizers to learn opinions and suggestions on status of Taijiquan development status. We sorted out and analyzed a great deal of relative information, references and interviewing records, and analyzed and summarized Taijiquan popularization and development influence factors.

**Results:** Taijiquan, a kind of mass sports activity, is Chinese ancient gymnastics. Taijiquan belongs to aerobics of moderate and small intensity especially is fit for physical quality of the middle-aged and aged people. During Taijiquan exercising process, people take whole body exercises, focusing on natural breathing, relaxed and smoothly in action, use consciousness to guide action, with intention rather than strength. It is earlier recognized as one of sports events with best physical and psychological exercise results. In recent decades, lots of experts and scholars have studied theory and practice of Taijiquan fitness role. Lots of examples and scientific experiment have proved that Taijiquan has physiological functions to cure disease, health-care and rehabilitation, which also promotes psychological health. Taijiquan has over hundred years of development history. After the founding of new China in 1949, government vigorously supported Taijiquan development. Especially international propaganda in the later 1990s had it even rapidly developed and turned a leap trend. In China, Taijiquan exercisers were everywhere in life square, park and streets in all regions. Chinese National Ministry of Education, Ministry of Health and State Sports Bureau have paid highly attention, focusing on formulating goal and criterion to develop Taijiquan. Under this circumstance, various Taijiquan training classes, Taijiquan clubs sprung up. In foreign countries, the Chinese characteristic traditional sports events have also been well received. According to investigation statistics, Chinese Taijiquan has been wide spread and developed in nearly 150 countries and regions all over the world, from which over 80 ones emerged Taijiquan primary-level organization, the total number of exercisers accounting for 0.15 billion people.

**Conclusions:** In national development, efforts should be made to promote national fitness development and meanwhile popularize Taijiquan that is beneficial path to spread Taijiquan, mutual promote, common advance and then realize win-win. Besides, development of scientific fitness Taijiquan has improved previous forms. Relying on nation, we could improve national fitness demands, establish in development of Taijiquan, organize Taijiquan fitness instruction and lecturing, showing its social value, cultural connotation and economic efficiency. Promote and develop Taijiquan is feasible in healthy China that could implement