

Theoretical Model of Portfolio Evaluation of Chinese Supply and Marketing Cooperatives Reform Policy

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Abstract: Chinese supply and marketing cooperatives have been committed to the development of agriculture, rural areas, and farmers. Analyzing the reform policies of supply and marketing cooperatives will help them organically combine with the development of modern agriculture. Most of the researches on the reform policies of supply and marketing cooperatives in China are qualitative studies. In view of this, this paper summarizes the reform policies of supply and marketing cooperatives from different angles, and constructs a theoretical model of portfolio evaluation of supply and marketing cooperatives reform policies, which includes policy objectives, policy tools, and policy strength, and puts forward new ideas of the evaluation of supply and marketing cooperatives reform policies, which is instructive and innovative.

1 INTRODUCTION

China is an agricultural country, farmers are the smallest unit of Chinese rural society. In China, it cannot leave the country stable and harmonious social stability harmony, the people are to the farmers rich With rich real development, supply the service for the agriculture cooperation organization has been committed to the development of the rural revitalization, analyze the cooperatives reform policies, to help with the organic combination of modern agricultural development to accelerate the process of agricultural modernization, increase farmers' income and promote the building of an all-round well-off society, the CPC Central Committee put forward a series of strategic arrangements around the issue of rural supply and marketing cooperatives. The CPC Central government and The State Council issued a decision on comprehensively deepening the comprehensive development and reform of rural supply and marketing cooperatives (Zhongfa [2015] No.11) clearly states the importance of the reform of rural supply and marketing cooperatives in rural development and construction on the rural supply and marketing cooperatives management service,

promote the basic stage society reform, enhance the ability of organization management. Therefore, under the new era, the reform of the rural supply and marketing cooperatives is comprehensively deepened rural reform important gripper implement the strategy of rejuvenating the country, and explore the transformation of the rural supply and marketing cooperatives may under the new normal and reform direction is a significant work.

2 LITERATURE REVIEW

Many Chinese scholars have conducted in-depth research on the development of the supply and marketing society and expounded the future development direction of China's supply and marketing agencies. Ma Xin (Ma 2016) pointed out that after absorbing the experience of China's development and marketing cooperatives. It is clear that the future development direction of the supply and marketing society is to adhere to the attributes of cooperative economies; expand the business services of the supply and marketing society and accelerate the completion of the comprehensive service economic

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organization. Aspect; Zhang Yu (Zhang 2017) summarized the experience of foreign and some provinces in China, proposing the development of China's modern agriculture inseparable from agricultural social services, with economic and social development, professional cooperatives and supply and marketing agencies become social services Main provider; Kong Xiangzhi (Kong 2018) pointed out that the emergence, development and continuous innovation of farmers' cooperative economic organizations are one of the important driving forces to promote rural economic and social development, and also an important carrier of China's transformation from traditional agriculture to modern agriculture. In practice, Chinese farmers have developed cooperative types that are not completely in line with the principle of Rothdyer, and supply and marketing cooperatives also take the development of cooperatives and county-level cooperatives as important reform contents, and become an important force for the development of Chinese cooperatives; Chen Min (Chen 2020) pointed out that the recommendations of improving the function of supply and marketing agency to help rural revitalization, including the following four aspects: vigorously promote the construction of the rural industry, vigorously develop new rural social services, and actively expand The service area, struggling to develop a new cooperative economy; Feng Yawei (Feng 2016) advocated the establishment of a new rural e-commerce model with the government as the leading factor, supply and marketing cooperatives as the main body and farmers' cooperatives as the main participating groups, which is conducive to solving the problem of difficult circulation of agricultural products; Li Tao and others (Li 2016) believe that although the supply and marketing cooperatives have undergone many reforms, they have achieved little success. The fundamental reason is that the reform of supply and marketing cooperatives lacks a complete idea design. From the perspective of strategic management, we should take the actual needs of farmers in production and life under the new normal as the starting point. Based on the theory of organizational life cycle, Zhu Xingtao (Zhu 2019) can divide the development of cooperatives into four stages: initial stage, growth stage, maturity stage and decline stage according to the standards of growth and adaptability. He believes that cooperatives are in different stages of life cycle, and their resource acquisition types and methods are also significantly different. According to the different development stages of cooperative life cycle, niche strategy, brand strategy, joint strategy and change

strategy should be adopted; Wang Guohua, etc. (Wang 2019) took 95 national policy documents of online media as the research object, adopted the content analysis method, and constructed a two-dimensional analysis framework of online media policies from the policy tools and policy target value dimensions through the steps of constructing an analysis framework, defining analysis units, classifying content codes and statistical analysis, etc., and made statistical analysis on them; From the perspective of content analysis in Peng Hui (Peng 2017), this paper quantitatively evaluates the related contents such as policy subjects, policy themes and policy roles, and analyzes the legal obstacles and practical problems that restrict the city's scientific and technological innovation. Qu Zongxiang and others (Qu 2021) quantitatively analyzed 148 central-level rural revitalization policy documents based on three dimensions of policy tools, strategic process and participants, and explored the distribution characteristics of policy texts in each dimension; Li Ming and others (Li 2020) built a three-dimensional analysis framework including the external structure of policies, policy tools and policy theme features, and compared and analyzed the artificial intelligence policies of central governments. Wang Wei and others (Wang 2019) cross-analyzed the emergency industrial policy in three dimensions from seven first-level measurement dimensions and 38 second-level indicators by constructing a three-dimensional analysis framework of policy objectives, tools and strength; Ma Xubu (Ma 2020) is stated in the research on public health emergency response policy based on the perspective of policy tools that usually a single policy tool analysis does not fully reflect all the characteristics of a certain policy system, and the analysis results are not specific enough. At the same time, policy tools often establish a direct connection with policy goals, and the two influence and interact with each other; Liao Yanzhu (Liao 2020) pointed out in the research on the policy of resuming work and production from the perspective of policy accuracy, the research framework of policy accuracy can be based on the policy subject and policy. The object, policy objectives and policy tools are constructed in four dimensions; Li Zi Hanxin (Li 2015) takes policy objectives, policy tools, and policy coordination and implementation as the basic dimensions, compared the 544 technological innovation policies of China and South Korea, and analyzed the The differences in technological innovation policies between South Korea and South Korea and their historical evolution paths; Ma Xubu (Ma 2020) is based on three-dimensional analysis framework In the study of

public information resource open policy system, three dimensions are more clear and comprehensive, and the problems exist; Yang Zheng, Tianjin et al (Yang 2020) use administrative level, policy internal theme characteristics (policy tool) And policy external structural characteristics construct three-dimensional analysis framework, measure research on government data open utilization; Gong Qi Lin and Liu Ciyin (Gong 2015) Evaluation of the "Innovation Activity of Innovation Activities - Innovation Activity Stage - Innovation Policy Tool" Analysis Framework and Li Fan et al. (Li 2016) The three-dimensional comparative research framework of "policy objectives - policy tools - policy implementation" proposed when analyzing technological innovation policies. It can be seen that policy tools are one of the dimensions of the construction policy analysis framework classic. Zuiderwijk and Janssen pointed out that the general mode and laws in the construction policy analysis framework at all levels, proposed recommendations for improving open data policies (Anneke 2019). Although countries have different cooperative business systems developed in accordance with their respective national conditions, their core purposes are to improve agricultural productivity.

In the existing research in the reform policy of the supply and marketing, there is no policy evaluation model, and most of the qualitative text description; and in the existing policy assessment of the three-dimensional framework, the selected indicators are subjective, it is difficult to do from the objective angle A specific second or three-level indicator subdivision. At the same time, the lack of combination evaluation analysis and comprehensive development suggestions in the research on the development of supply and marketing cooperatives will have an impact on the development of the comprehensive reform policy. As an organization of the Agricultural Services, the Supply and Market Contains is also the focus of research and an important driving force for rural development. Therefore, this paper establishes the "Policy Target - Policy Tools - Policy" 3D policy portfolio assessment theoretical model, combining various aspects of the reform policy of supply and marketing. Evaluation, thus proposing relevant ideas for the subsequent reform policy research, making the China Supply and Market Reform policy assessment more credible. In each dimension of the index subdivision, so that the results of the study more depth, for China's supply and marketing cooperatives reform policy development of meaningful recommendations.

3 SUPPLY AND MARKET REFORM POLICY 3D ANALYSIS ARCHITECTURE

3.1 Establishing 3D Framework

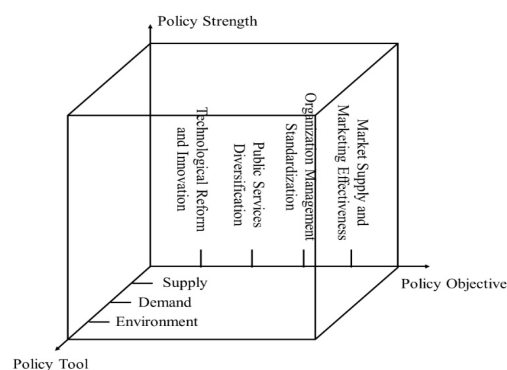


Figure 1: 3D combination evaluation theoretical model.

3.1.1 X-axis: Policy Target Dimension

Policy goals are the purposes, requirements, and results that policy implementation expects. Not only the basic conditions of the policy but also the premise of policy implementation. Specific policy goals are the basis of policy assessments and the clear instructions that performers can follow. In this study, in the establishment of a policy target dimension indicator and set quantization standard, refer to the actual goals of the 2015-2021 Supply and He Lixin (He 2021) Policy 3D framework assessment quantitative analysis and summarizing, and identifying technical reform Innovation, diversification of public services, organizational management, and market supply and market effectiveness four policy target dimension indicators.

3.1.2 Y-axis: Policy Tool Dimension

Borrowing the policy tool classification method of Roy Rothwell and Walter Zegveld France (Roy 1981), combine the three types of policy tools, demand, and environmental types. Through the analysis of all policy text regulations, the high-level keywords are collected from the reform policy of the Supply and Marketing Universities, combined with the refinement indicators of the three faces of the policy tools of He Jixin (He 2021) and Peng Xiaobing (Peng 2021), etc. The specific content of policy tools. Among them, the supply type includes talent team construction, infrastructure construction, and public

service support, demand types include subsidies and market-shaping, environmental types include strategic measures, target planning construction, and supervision control.

Table 1: This caption has one line so it is centered.

Supply	Team building
	Infrastructure Construction
	Public Service Support
Demand	Subsidy
	Market Shaping
Environment	Strategic Measures
	Target Planning and Construction
	Supervision and Control

3.1.3 Z-axis: Policy Intensity Dimension

The policy is to describe the indicators of policy legal effectiveness. This paper combines the relevant legal experts based on the recommendations of the relevant legal experts in detail the "Regulations" (2017 revision) of the State Council issued by the State Council, and the recommendations of the relevant legal experts, Peng Jisheng (Peng 2008). Level of type, policy efficacy level, and policy promulgation department, to describe the size of policy intensity.

Table 2: Policy strength indicators.

Policy strength
The National People's Congress and the legal issued by its Standing Committee; the Outline promulgated by the CPC Central Committee and the State Council
Regulations, instructions, provisions of the Central Committee of the Communist Party of China, the State Council, and orders for the ministries
Provisional regulations, plans, decisions, opinions, methods, and standards promulgated by the CPC Central Committee and the State Council; Decisions, provisions, and regulations issued by ministries and commissions

Opinions, methods, schemes, guidelines, plans, plans, interim provisions, detailed rules, conditions, standards, and regulations issued by various ministries and commissions of the state
Notice, announcement, letter

4 RESEARCH CONCLUSIONS AND SUGGESTIONS

All in all, the supply and marketing agency is an important carrier of China's Sanfang Work, and its reform policy assessment is particularly important. From policy objectives, policy tools, and policy intensity, three basic dimensions, the establishment of the theoretical model of the reform policy, and should grasp the theory and connotation.

In view of the research status of the China Supply and Market Reform Policy, you must do the following:

4.1 Comprehensively Consider the Long-term Effects of Development Goals

To enhance policy goals and pay attention to the long-term development of sustainability. Continuously carry out advanced agricultural technology, develop a new rural model; It is also possible to combine agricultural colleges and universities, introduce relevant technologies from colleges and universities or cooperate with them in depth to maximize the linkage effect; Strengthen the level and efficiency of public services, and promote the development of supply and marketing cooperatives with more humanized and diversified policy measures. Focus on the local talents in the region, who can really bring income to the local area, focusing on high-tech talents with ideas, the pursuit of development, and cultivate talents, and work hard to make progress in hometown; ensure farmers' interests Effective guarantees, enabling real quality agricultural products to circulate in the market and form a scale economy.

4.2 Comprehensive Application Policy Tools

In environmental surface policy tools, enhance the target planning and construction and supervision regulation of reform-related aspects. It can be combined with the development life cycle of supply

and marketing cooperatives, combine tradition with e-commerce, integrate online and offline, and closely follow the development trend of the general environment, and provide public service support for poor areas as much as possible. At the same time, the strategic measures such as warehousing and logistics, distribution mode and profit and loss situation in the development of supply and marketing cooperatives are formulated concretely. The most important thing is to think further about the supervision system, management mechanism and management mode.

In the supply surface policy tool, future governments should pay attention to the cultivation of consumption concepts, create a good environmental atmosphere for consumption, and attach importance to information about the consumer market, reduce information occlusion. At the same time, we should also pay attention to the construction of talent team, implement various measures on the supply side, and effectively provide policy assistance, and effectively build the infrastructure, shops, supply and marketing channels of supply and marketing cooperatives.

In the demand surface policy tool, there should be more exchange opportunities to give the supply and marketing agency to learn from each other, promote each other, so that more citizens participate in the development of the supply and marketing society, all-around Form a big pattern. Make further investigation on the demand of supply and marketing cooperatives for government subsidies, policy trends, fund reservation, etc., and truly understand the demand of supply and marketing cooperatives; At the same time, we will investigate the market model, market operation and other aspects of market shaping, understand the local conditions, comprehensively grasp the market rules, and adjust the principles and policies.

4.3 Effectively Grasp the Policy

Currently, the reform policy of the Supply and Marketing Society is not in a small number, mostly in the macro level, rich in global. With the steady advancement of reform, the next policy is still concerned about the situation of the situation. At present, the policy of guiding local supply and marketing cooperatives is limited, and its strength is limited, which can't support or restrain local supply and marketing cooperatives better. It needs further thinking by local government, forming alliances with all parts of the country, studying together, building together, learning excellent experience and methods, and better guiding policy formulation.

Excellent policies mean the effective combination of policy objectives, policy tools, and policy purposes. It is difficult for a single dimension to work separately. It is necessary to coordinate with other dimensions, complement each other to maximize the greatest extent. Each dimension should also carry out detailed research on its subdivision indicators and formulate different policies, focusing on small things and starting from big things. Therefore, in the improvement of the reform policy of future supply and marketing, it should be the overall strategic plan for policy, clarify the effects of various policies, and focus on enhancing the effects of dimension policies in specific use, and ensure the stability of policy implementation.

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