

Analysis of Chinese Supply and Marketing Cooperative Reform Policy based on Citespace

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Abstract: As a cooperative economic organization system with Chinese characteristics, supply and marketing cooperatives are an important carrier of the work on agriculture, rural areas, and farmers. This paper selects the policy documents of supply and marketing cooperatives reform after 2015 and makes a visual study from four aspects: the number of documents issued, policy types, intergovernmental relations, and high-frequency words by using content analysis method and policy literature metrology method, The conclusion shows that the state attaches great importance to the development of supply and marketing cooperatives, and all government departments cooperate closely, but concrete guidance is needed.

1 INTRODUCTION

Supply and marketing cooperatives are important for Chinese cooperative economy and an important tool for the party and the state to carry out planned exchanges between urban and rural materials. They play an important role in promoting production, ensuring demand and stabilizing prices. Since the founding of new China 70 years ago, from "rural cooperative transformation" to "rural market economy system structure.

From "balancing urban and rural development" to "rural revitalization", Chinese comprehensive agricultural production capacity and farmers' living standards have been continuously improved, and rural development has achieved world-class achievements, which cannot be separated from the protection of policies and reforms (Bo 1956). "The central committee of the communist party of China, the State Council on deepening the reform of supply and marketing cooperatives comprehensive decision" (found) [2015] No.11) clearly points out: "To strengthen agriculture and serve farmers under the new situation, it is urgent to build comprehensive organizations with Chinese characteristics that serve agriculture. Supply and Marketing cooperatives are

cooperative economic organizations that serve agriculture and serve as an important carrier for the Party and the government to do a good job in agriculture, rural areas, and farmers (People's Daily 2015) As an important carrier of the rural economy in the new era, many scholars have studied the reform process of supply and marketing cooperatives. In this paper, combined with the reform policy documents of supply and Marketing cooperatives since 2015 and the research of many scholars, the reform process of supply and marketing cooperatives in this stage has been visualized. It has enriched the theoretical research on the reform of supply and marketing cooperatives in China, and has guiding significance to practice, and put forward suggestions for the development of supply and marketing cooperatives in China.

2 LITERATURE REVIEW

Supply and marketing cooperatives are cooperative economic organizations serving agriculture and are important carriers for the party and government to do a good job in agriculture, rural areas, and farmers. Tang Yicheng (Tang 2017) explained that the

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historical mission of supply and Marketing cooperatives is to serve agriculture and reform supply and marketing cooperatives, and put forward the problems that should be solved by comprehensively deepening the reform of supply and marketing cooperatives. Xiangzhi kong (Kong 2018) since reform and opening up 40 years are summarized, the development of agriculture, rural areas and farmers, great changes have taken place in the life to explore the causes, and the generation and development of farmer cooperative economy organization and the innovation has a lot to do, in the form of the full text explains the development course of SMC and of the importance of agricultural development; Zou Yujuan (Zou 2020) made a depth study on the development of agriculture and rural areas since the founding of new China 70 years ago, puts forward that the rapid development of agriculture cannot be separated from the protection of policies, and expounds the support of national policies to different aspects of agriculture in various periods. Wang Jun et al. (Wang 2020) pointed out the problems of supply and marketing cooperatives in the new historical period, such as unclear property rights, poor management system, and not close connection with farmers's interests, and put forward relevant development suggestions in terms of the reform of supply and marketing cooperatives since the founding of New China and the comprehensive reform results of supply and marketing cooperatives in recent years. In terms of the research on the reform of supply and marketing cooperatives, most scholars take its development history as the core, explore the reform of key regions and its help to farmers, and conduct a qualitative analysis of important policies. Scholars analyzed the problems existing in the reform of supply and marketing cooperatives and the government's policy support to supply and marketing cooperatives and other different aspects and put forward relevant suggestions and conclusions, but most of them were only described in words, without other qualitative and quantitative analysis. Based on the content analysis method and policy literature measurement method, this paper used Ucinet and ROST word frequency analysis software to analyze the reform policy documents of supply and marketing cooperatives from 2015 to 2021, explored the reform and development trend of supply and marketing cooperatives, put forward suggestions for the development of supply and marketing cooperatives across the country, and provided important reference for policy researchers of supply and marketing cooperatives.

3 RESEARCH DESIGN

3.1 Data Sources

Following the principle of open, authority, and relevance, this article through the magic weapon of Peking University, the central people's government of the People's Republic of China's official website, method of NongCunBu agriculture of the People's Republic of China, the People's Republic of China Supreme People's Court, China federation of supply and marketing cooperatives and the level of the official website of the agencies affiliated with the main department policy as the data sample, with cooperative "SCM", "supply and marketing The search time was set from 2015 to July 2021, and 377 valid policy documents were obtained. 317 samples of this study were determined by excluding policy documents irrelevant to the reform of supply and marketing cooperatives and those that had become invalid.

Table1: Policies Related to The Reform of Supply and Marketing Cooperatives in China During 2015-2021.

Serial no.	Policy name	Post no.
1	《Rural Revitalization Promotion Law of the People's Republic of China》	People's Republic of China Order of the President No. 77
2	《Notice of the General Office of the Ministry of Agriculture and Rural Affairs on the Work-related to The 2021 Chinese Farmers'; Harvest Festival》	Agricultural city [2021] no.11
...
101	《Notice of The General Office of the China Supply and Marketing Cooperation General Office on Organizing the Centralized Study and Publicity Activity of 2018National Constitution Day by Supply and Marketing Cooperatives》	Supply and marketing hall[2018] no. 44
102	《Guidance of China Supply and Marketing Cooperative On Accelerating the Transformation and Upgrading of Renewable Resources Industry》	Supply and marketing by word [2018] no. 11
...
317	《Opinions of China Supply and Marketing Cooperative General Association on Accelerating the Development of E-commerce》	Supply and marketing by word[2015] no. 1

3.2 Research Tools and Methods

The research methods adopted in this paper mainly include the content analysis method and policy literature measurement method. The content analysis method is an objective and systematic quantitative analysis of the policy text, and its purpose is to study the development trend of the reform policies of supply and marketing cooperatives. Policy literature measurement is a research method for quantitative analysis of the structural attributes of policy literature. It introduces bibliometrics, sociology, mathematics, statistics, and other disciplines into policy analysis, which can intuitively reflect the characteristics of policy distribution, the cooperation mode of policy subjects, the structure and evolution of policy system, etc. Using Excel soft analyzed the time of publication, the trend of distribution, and the level of policy effectiveness of the selected policy documents. The Usenet software and ROST word frequency analysis software were used to visually analyze the inter-government relations and policy high-frequency words.

4 RESEARCH DESIGN

4.1 Research Tools and Methods

Excel software was used to conduct statistical analysis of policy documents related to supply and marketing cooperatives released from 2015 to 2021 by time, as shown in Figure 1. Since 2015, when the CPC Central Committee and The State Council issued the "Decision of the CPC Central Committee and The State Council on Deepening the Comprehensive Reform of Supply and Marketing Cooperatives," policies related to supply and marketing cooperatives have been introduced in succession. In 2016, the number of policy papers peaked at 81 and declined in 2017. Since then, the number of policy papers released every year has been around 35. Thus, since the reform of supply and marketing cooperatives was deepened in 2015, the state has attached great importance to the development of supply and marketing cooperatives, and a large number of policy documents should be issued to support and encourage the development of supply and marketing cooperatives. From 2017 to 2021, local governments have entered the policy practice stage of supply and marketing cooperatives reform, and the number of policies has decreased.

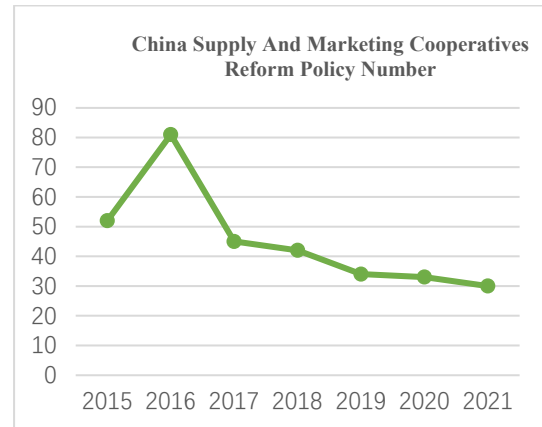


Figure 1: The Number Trend of Reform Policy Documents Issued by Supply and Marketing Cooperatives in China from 2015 to 2021.

4.2 Policy Effectiveness Level

Excel software was used to make statistics on the effectiveness level of effective policy documents, as shown in Figure 2. The policy documents of supply and marketing cooperatives reform mainly consist of departmental regulations, with a total of 241 articles, accounting for 76.02% of the relevant policy documents of supply and marketing cooperatives in 2015, and the remaining 23.98% are laws, judicial interpretations, administrative regulations, industrial regulations, Group regulations, and inner-party laws and regulations objectively reflect that the reform and development of supply and marketing cooperatives need the cooperation of all departments.

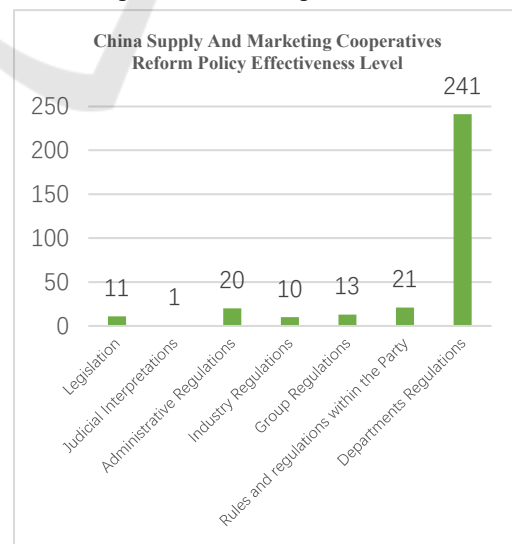


Figure 2: Effectiveness Levels of Chinese Supply and Marketing Cooperatives Reform Policies from 2015 to 2021.

5 CONCLUSIONS AND RECOMMENDATIONS

This paper analyzes the reform policies of supply and marketing cooperatives required by The State Council, the Ministry of Agriculture and Rural Affairs, the National Development and Reform Commission, the China Supply and Marketing Cooperative Federation, and other government departments from 2015 to 2021. From the analysis of the trend of policy requirements, policy effectiveness, inter-governmental relations, and high-frequency words, it can be seen that China has been constantly exploring the reform and development of supply and marketing cooperatives. Government departments at all levels are closely related to the reform of supply and marketing cooperatives. The words "development", "service", "construction", "promotion" and "strengthening" can cover the theme of most policy documents and are an important direction of the reform of supply and marketing cooperatives in China.

Based on the above conclusions, this paper puts forward the following suggestions for the reform of supply and marketing cooperatives:

Improve the reform policy content system of supply and marketing cooperatives

At present, the reform policies of supply and marketing cooperatives mainly support and encourage, and lack specific implementation means and measures. Relevant policies need to be further refined and improved coverage. Such as paying attention to the application of new technology in the reform and development of supply and marketing cooperatives, all kinds of resource security measures.

Improve the supply and marketing cooperatives reform policy guidance.

Currently, the policy documents of supply and marketing cooperatives mostly adopt the forms of "announcement", "notice", "planning" and "opinion", and set goals and guide directions for the reform and development of supply and marketing cooperatives at the macro level, but there are few contents that can guide the actual operation. The reform policies of supply and marketing cooperatives should focus on the operational contents such as highlighting policy objectives, work priorities, implementation measures, policy measures, and specific requirements. Therefore, in formulating the reform and development policies of supply and marketing cooperatives, policy effectiveness levels such as "methods", "regulations" and "plans" should be adopted more, so as to provide better supplies.

Marketing cooperatives reform and construction to provide specific guidance with early suggestions.

Strengthen cooperation between relevant government departments at all levels.

In the formulation and implementation of policies, government departments at all levels should strengthen cooperation and coordinate with each other to provide effective guarantees for decision-making. Reformat present our country SCM policy issued by the different main body well-formed a collaboration, but SMC reform policy guarantee system in the country, multiple departments, establish a strong decision support information guarantee mechanism is the important guarantee to develop effective supply reform, cooperative innovation is the decisive victory of the important way of implementing SCM reform.

Establish a policy evaluation system for supply and marketing cooperatives reform.

At present, policies are constantly improved around the needs of government decision-making, but there are significant differences in the reform and development of supply and marketing cooperatives in different regions. Therefore, we should pay attention to the evaluation of the effect of the reform policy application of supply and marketing cooperatives, fully collect feedback and suggestions, and improve the policy formulation level of the reform of supply and marketing cooperatives. The establishment of an effective evaluation system to evaluate the effectiveness of regional supply and marketing cooperatives reform is conducive to the mutual learning of local supply and marketing cooperatives.

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