

Reasons and Countermeasures for Some Middle School Students' Failure to Achieve Higher Physics Scores

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Abstract: *This paper will introduce an intelligent automatic control air conditioning system, based on STC89C52RC single chip microcomputer. It can check the ambient temperature, the number of people and display temperature and number of people to set the temperature alarm value of the system up and down limit parameters for the realization of air conditioning automatic refrigeration and heating. The system is practical and has certain application value. This paper distinguishes price-based monetary policy from quantitative monetary policy, and studies the impact of monetary policy fluctuations on the dynamic adjustments of capital structure. The results show that tight monetary policy will reduce the speed of capital structure adjustment, loose monetary policy will accelerate the speed of capital structure adjustment under price-based monetary policy and quantitative monetary policy; Compared with state-owned enterprises, capital structural adjustment of non-state-owned enterprises is more sensitive to monetary policy fluctuations. This study provides empirical evidence for the analysis of the micro-effects of macro-monetary policy, and provides reference for enterprises to optimize their capital structure.*

Keywords: Monetary Policy; Capital Structure; State-owned Enterprises.

1. INTRODUCTION

In recent years, with the rapid development of social economy, college students have generated huge consumption demand in independent entrepreneurship, installment consumption, education and training and other aspects. College students have gradually become high consumers with no fixed income, and increasingly become demanders of Peer-to-peer lending services. More and more online lending platforms are targeting college students as their "target customers". In the face of college students who do not have the normal ability to repay loans, Peer-to-peer lending has not only failed to solve the practical difficulties of students, but has brought heavy burdens to many families. Therefore, we should analyze the risks of college students' Peer-to-peer lending, strengthen the management and education of students, and curb the emergence and impact of campus lending problems.

The mobile application market search for "college student loans" has seen dozens of AAPs, but there are roughly three types of college student online loan platforms. The first type is specifically designed for college student loans, such as Zhaolian Pocket Money and Mobile Loan Lending Quick, which mainly provide consumer funds or pocket money; The second type is to provide loan programs for college students to assist in learning and entrepreneurship, such as interest installment loans and livable loans; The third is the consumer credit services provided by the Online shopping platform, such as Huabei and Jingdong Baitiao. Most online loan procedures are very simple. College students only need to provide their ID cards, Campus card, and their contact numbers with their parents. Without their presence, they can borrow thousands or even tens of thousands of yuan.

2. THE RISKS OF UNIVERSITY TH LOAN

The consumption structure of college students has shifted from satisfying the three aspects of food, transportation, and education in the past to a diversified consumption structure dominated by basic consumption. According to the survey, the consumption of some college students is higher than that of ordinary office workers, while the Consumer behaviour of college students is non-linear [12]. In addition, with the high enthusiasm for innovation and entrepreneurship among college students, for many young people without financial accumulation and external support, using loans to build a ladder for entrepreneurship can be a choice. To some extent, campus lending, as a product of the new media era, has indeed alleviated economic pressure for some college students who have not yet achieved income self-sufficiency.

The life cycle approach (LCA), stochastic frontier analysis and data envelopment approach (DEA) have been used to evaluate the potential impact of energy and resource consumption and waste emissions on the environment throughout the life cycle of the product production process (from raw material extraction, material preparation to disposal), and Suggestions and measures to improve environmental performance are proposed[7] (Pan, Xingman, 2013); Hui (2017) used the LCA method to study the agro-ecological efficiency of pigs and proposed solutions to the relative problems[8]. Stochastic frontier analysis is a parametric analysis method, using stochastic frontier analysis method, first to determine the initial production function, then calculate the actual output level and the maximum expected output level, and compare the two, and finally separate the error term of the function into two independent error terms of inefficiency term and random error term[28], (W, 1977), stochastic frontier takes into account the factor of random error, but can only solve a single output problem [9](Nie B, 2017): Gu RH[10] (2020) used stochastic frontier production function to measure the eco-efficiency of cities in Jiangsu province. The data envelopment (DEA) method is also one of the most used methods in the research community today, which was created in 1978 by Charnes, Cooper, and Rhodes to evaluate the relative effectiveness or efficiency of decision units with the same type of multiple inputs and outputs, and is a nonparametric analysis method based on relative probabilities[11] (Wei Quanling, 1988). Reza Kiani[22] (2019) used the DEA method to measure environmental eco-efficiency in Switzerland and used a two-step approach to establish an eco-innovation architecture for the Swiss region; Abbas [29] (2017) synthesized 144 studies from around the world and demonstrated that DEA models are well suited for energy problem measurement; Pan Dan[2](2013) considered agricultural surface source pollution as a non-desired output in the Based on the modification of the traditional DEA model, the non-radial and non-angle SBM model was used to measure the agro-ecological efficiency of 30 Chinese provinces and give ways to improve the agro-ecological efficiency; Zheng Defeng[12] (2018) combined with the exploratory spatial data analysis (ESDA) method, the agro-ecological efficiency and spatial distribution pattern of each county (district) in Gansu Province from 2000-2014 to conduct an empirical analysis.

With regard to the scope of domestic scholars' research while varying, it is broadly divided into national scope, each regional scope, and provincial and municipal scopes. For the national scope, Wang Baoyi [3](2018) empirically studied the inter-provincial differences and influencing factors of China's agricultural eco-efficiency using various models and methods such as DEA- Tobit, explored the spatial and temporal dynamic evolution characteristics of China's agricultural eco-efficiency, and predicted the trend of its long-term evolution. Zeng Fusheng [20](2019) used spatial autocorrelation analysis to analyze the spatial differences of agro- ecological efficiency in China under two frontier distances; for the regional scale, Xu Lang[13] (2014) used DEA method to measure the agro-ecological efficiency of 13 major grain-producing regions in China from 2000 to 2012, and used the Malmquist index method for dynamic analysis, which concluded that technological progress, pure technical efficiency and scale efficiency were the main factors affecting agro-ecological efficiency; Cao, J. W.[14] (2019) used the cities along the Yangtze River as the research object and proved that the Yangtze River economic belt all regions failed to reach effective values in the long term, and studied the factors affecting the development of agro-ecological efficiency in cities along the Yangtze River; Xue Xandeng [5](2022) used a DEA model to determine the agro-ecological efficiency of the Yellow River basin and discussed the impact of industrial agglomeration on agro-ecological efficiency; Zhang Zilong[16] (2014) applied the non-expected output SBM model in data envelopment analysis (DEA) to analyze the agro-ecological efficiency of Qingyang City to find specific causes and clarify improvement directions; Regarding the factors affecting agroecological efficiency, scholars' studies vary widely, depending mainly on the studies for different regions, for example, Wang Baoyi [3](2018), while using interprovincial data for the whole country, concludes that agricultural machinery density, local agricultural economic development and financial support for agriculture all play a negative role in agroecological efficiency, while Hong Kairong[21] (2016), while using provincial data for different time spans concluded that the density of machinery and the development of the agricultural economy play a positive role in agro-ecological efficiency. Therefore, the influencing factors of eco-efficiency should fluctuate over time as well as geographically, and are related to the local level of agricultural modernization development. Meanwhile, other related reasons such as farmers' education level, agricultural disaster area, agricultural family business, and location factors can also affect agricultural eco-efficiency, but still depends on the difference with different regions as well as time [3](Wang, Baoyi, 2016).

Comparing previous studies, it is found that although domestic scholars have covered provincial studies, there are relatively few studies involving agro-ecological efficiency in Shandong province, and there is a lack of investigation into the factors affecting agro-ecological efficiency in Shandong province, and thus a lack of countermeasure suggestions to address the problem. As a representative agricultural province in China, it is extremely important to maintain sustainable agricultural development in Shandong. Therefore, this paper will use the DEA model that can include multiple inputs and outputs, integrate the land input, labor input and other capital

input as input factors in the existing studies, take the agricultural gross product as the desired output, carbon emission and ground pollution as non-desired output indicators, measure the agricultural eco-efficiency of Shandong Province from 2013 to 2021, and analyze the changes of the data of each city and the average of the province in the past 9 years. The panel Tobit model is used to analyze the influence weight of different influencing factors on agricultural eco-efficiency in Shandong Province in the past 9 years, to explore the problems in agricultural development in Shandong Province, and to put forward constructive suggestions in a targeted manner.

2.1 Low threshold for college student loans and high interest rates

Open the search engine at will, input the student loan, and then the student loan product query will appear. Just input the amount of the loan you want and the loan term, you can query the monthly payment fees and loan fees. Some just need to provide ID cards and Campus card to loan, and the application process is simple, convenient and fast. However, campus network loans with simple procedures often come at a high cost. Regardless of which type, the loan interest rate is higher compared to bank loans during the same period. In addition to the monthly interest rate, Almost all lending APPs will also charge some service fees and deposits, which will be deducted from the loan. In case of overdue repayment, the ratio of liquidated damages to default interest is also very high. If there is a situation where repayment cannot be made on time, even if the initial loan amount is not very high, the final principal plus interest, penalty interest, service fees, and liquidated damages may become a large sum of money.

Chinese traditional culture is an important embodiment of China's 5000 year history and civilization, and it is also the experience continuously summarized by the Chinese nation in its development process. Inheriting and promoting China's excellent traditional culture can not only enhance the cohesion of the Chinese nation, but also continuously promote China's economic and political construction with cultural development as the focus, and enhance China's cultural soft power. Today, with the continuous development of China's economy and society, promoting traditional Chinese culture can enable China to better showcase its Chinese style on the international stage, increase its influence in the international market, and strive for greater possibilities for China's development. Therefore, using university Chinese language education as an important carrier of dissemination, we will integrate traditional Chinese culture with the content of Chinese language courses. Not only can it add more connotations to the content of university Chinese language courses, but it can also bring traditional Chinese culture into the public's perspective, and through effective dissemination and promotion, it will receive more and more recognition and attention from people, thus generating more driving force for inheriting and promoting the excellent traditional Chinese culture, and promoting the healthy and long-term development of traditional Chinese culture.

2.2 Campus loan platforms have mixed advantages and disadvantages

Inadequate risk control, and high credit risk. Online loan platforms are not financial institutions and only need to obtain business approval from the industrial and commercial department. License registration with the Ministry of Industry and Information Technology is sufficient, lacking corresponding management departments and mechanisms. In addition, the low threshold for online loans, limited conditions, and fast processing make them highly attractive to college students. Some intermediaries may help students provide false information and deceive the platform's credit review. If false parental phone numbers are provided. Moreover, they will use the obtained student information to borrow on multiple platforms, far exceeding their repayment ability. This allows people with low or no loan qualification to obtain loans on the campus Peer-to-peer lending platform through the hands of black intermediaries, which is no longer in line with the standard of risk control of formal financial lending platforms, nor the original intention of campus Peer-to-peer lending. Therefore, campus loans are gathering high credit risks.

University education is an important way to promote the development of students' abilities and literacy, and also an important transitional stage for students to enter society and work positions. In order to fully leverage the advanced role of excellent traditional Chinese culture and complete China's cultural construction, it is necessary to attach importance to the cultivation of young students, not only to promote the development of their learning abilities, but also to cultivate their literary literacy, turning young students into ideological and moral talents, injecting more vitality into society. In the current price range, major universities in China have taken excellent traditional Chinese culture as the foundation of university education content, integrating the connotation of excellent traditional Chinese culture with curriculum content, adding more internal strength to educational content, and better showcasing the traditional cultural style of China for young students. Continuously enhancing students' cultural perception, enhancing their sense of consciousness and responsibility in inheriting and promoting traditional Chinese culture, and completing the educational task of cultivating a new generation of socialist successors, in

order to better contribute energy to China's social construction and promote the healthy development of society and economy.

2.3 Influence college students to establish correct values and consumption concepts

Some online loan platforms are not helping students solve practical difficulties, but instilling the concept of advanced and enjoyable consumption in students, but guiding them astray And unhealthy consumption. At the same time, temptation erodes the spiritual culture of the campus, affecting college students to establish a normal worldview, outlook on life, and values.

In recent years, the group of college students borrowing has become increasingly large, and extreme cases of suicide due to failure to repay the loan have also been frequently reported in the newspapers. Some college students not only enjoy the happiness brought by borrowing and consumption, but also have to face the pressure of repaying loans. Some college students even borrow money with the mentality that their parents will definitely be able to help repay the money if they cannot afford it. Some even go to more lending platforms to repay their loans, and some even go astray or commit suicide in order to repay their loans.

Culture is the foundation of a country and an inherent driving force for social and economic development. At the 13th meeting of the Political Bureau of the Central Committee of the Communist Party of China, the Central Committee of the Communist Party of China clearly pointed out that if China wants to develop into a world power, it must attach importance to cultural construction, inherit and carry forward China's excellent traditional culture, constantly gather the spirit of the nation and the people, enhance people's cultural self-confidence and self-awareness, give better play to the strength of China's traditional culture, and complete the construction of Socialism with Chinese characteristics. Young students, as builders of socialism, are the hope for the future development of the country. To achieve more efficient and high-quality cultural construction in China, it is necessary to entrust the task of promoting traditional and excellent Chinese culture to young students. Integrate the excellent traditional Chinese culture with education, better play the spiritual role of traditional culture, enhance students' sense of identity with the national spirit, so as to actively participate in cultural construction, and contribute to the construction of Core Socialist Values.

3. COUNTERMEASURES TO SOLVE THE EXCESSIVE PEER-TO-PEER LENDING OF UNIVERSITY TH

The integration of traditional cultural education into university Chinese language in China has put forward new requirements for university Chinese language teachers in terms of teaching content and concepts. As knowledge transmitters and organizers of teaching activities, the cultural level of university Chinese language teachers determines the effectiveness of university Chinese language education and also affects the dissemination of traditional Chinese culture in China. Therefore, strengthening the training of college Chinese language teachers has become the key to implementing the goal of excellent traditional culture education in China. To complete the education of excellent traditional Chinese culture through the medium of college Chinese, teachers are required to first possess strengthened professional abilities in terms of knowledge structure. They not only have a solid theoretical foundation, but also have strengths in subjects such as history, philosophy, and art. Secondly, it is necessary to have good expression and communication skills, be able to transform traditional cultural content into teaching language, better showcase the cultural connotations of our country to students, and maintain good interaction and communication with students to better grasp their learning situation and progress. Third, we should have a pioneering academic vision, and at the same time, we should have the ability to distinguish the true from the false, select the essence and discard the dross, so as to avoid the problem of superficial content in traditional culture. In order to fully leverage the leading role of Chinese language teachers in inheriting excellent traditional Chinese culture, universities should increase their training efforts for teachers. On the one hand, they can carry out training activities, hire academic researchers and literary experts to enter the campus, and hold lectures on the transmission of traditional culture. Provide more teaching assistance to teachers, continuously improve their teaching abilities, and provide basic guarantees for better integrating traditional culture into Chinese language classroom teaching. On the other hand, teachers should have the awareness of enriching and improving themselves, and use their spare time to recharge themselves. Teachers can use the internet to search for information related to traditional Chinese culture, conduct detailed research and analysis, experience the characteristics of excellent traditional Chinese culture, and master more innovative Chinese teaching methods to enhance the effectiveness of Chinese classroom teaching. It is also possible to design a Academic conference on cultural topics, organize teachers of all disciplines in the school to have text discussions, recognize their own problems in the process of mutual help and mutual

promotion, and With the help of his teachers, he solved problems and achieved the comprehensive development of his teaching ability and literary literacy.

3.1 Schools should provide students with necessary financial knowledge and help them establish a correct consumption perspective

Through themed class meetings or lectures, teach students basic financial knowledge, guide them to have a correct understanding of money and its role, master necessary financial knowledge, determine consumption standards that are in line with their actual needs, adhere to reasonable consumption principles, make consumption plans, act according to their own abilities, and cultivate good consumption habits. Cultivate students' spirit of self-improvement and self-reliance, vigorously promote work-study activities, enable students to experience the hardships of making money while improving their learning and living conditions, and also help college students improve their practical and social communication skills. As an integral part of the higher education system, college Chinese bears the responsibility of inheriting and promoting traditional culture. Teaching excellent traditional Chinese culture through university Chinese language courses requires teachers to deeply explore the cultural elements in Chinese language textbooks, guide students to understand the connotation of traditional Chinese culture, and thus achieve Xu's influence on students' thoughts and emotions. This article analyzes the necessity of integrating excellent traditional Chinese culture into university Chinese language education, and proposes strategies for integrating excellent traditional Chinese culture into university Chinese language courses for reference. Organize students to conduct a questionnaire survey and research on their consumption status, comprehensively grasp the consumption concepts and characteristics of students in our school, and actively guide students to self-analyze and reflect on negative consumption psychology and behavior.

3.2 Emphasizing Moral Education and Campus Culture Construction for College Students

In the process of ideological and moral education for college students, we should combine healthy consumption with Core Socialist Values and personal honor and disgrace; Combining ideological and political education with university classrooms, guiding and infiltrating correct consumption and life perspectives in teaching. Advocate healthy consumption, oppose various unhealthy consumption concepts, promote the good trend of diligence, thrift, and thrift, as well as the fine tradition of hard work.

The construction of campus culture in universities should adhere to the principle of putting education first, attach importance to cultivating and shaping the healthy consumption psychology and behavior of college students, regard campus culture construction as an important platform for cultivating college students' consumption concepts, regularly organize and carry out special activities on college students' healthy consumption concepts, and actively shape energy-saving campus concepts.

However, some universities have gradually shifted their focus on modern cultural education, which has hindered the development of traditional Chinese culture in China. At the same time, it has made the situation of university Chinese courses in the overall basic curriculum system increasingly awkward. The excellent traditional Chinese culture, as an important spirit inherited from China's development process, not only contains China's development history, but also its national characteristics and connotations. In order to better improve the problems in Chinese language education in universities and enable higher education in China to always follow the pace of social development. We should effectively combine the excellent traditional Chinese culture with the content of university Chinese language courses, and continuously enhance the attention of young students to higher Chinese language education. Enable traditional Chinese culture to enter the perspective of young students, clarify their own responsibilities, fully leverage the driving role of young students, promote innovative development of Chinese language education in universities, and better meet the development requirements of education.

3.3 Strengthen the cultivation and education of students' awareness of financial risks and rights protection

Contemporary college students are basically only children born after 2000 years old, living far from setbacks and hardships, and their awareness of financial risks is relatively weak. In the context of a "risk society", combined with courses such as legal foundations, we will strengthen risk prevention education for college students, enhance their awareness of risk prevention, enhance their legal and rights awareness, and enhance their ability to prevent risks. The excellent traditional Chinese culture is a precious spiritual wealth of our country and also an experience inherited by the Chinese nation in its development process. As sons and daughters of China, it is everyone's bounden responsibility to inherit traditional Chinese culture. Integrating excellent traditional Chinese culture into the construction of university Chinese language courses not only conforms to the attributes of university Chinese

language courses, but also enriches the content of Chinese language courses. Therefore, in specific teaching, teachers should combine the connotation of traditional culture in curriculum design, better play the role of traditional culture in educating people, continuously improve students' cultural perception ability, enhance students' sense of identification and belonging to traditional Chinese culture, deepen students' understanding and recognition of excellent traditional Chinese culture, and achieve the dissemination and promotion of excellent traditional Chinese culture.

4. COUNTERMEASURES FOR ICBU TO DEVELOP CROSS-BORDER E-COMMERCE

In the new era, cross-border e-commerce is strongly supported by Internet technology. Samiee[1] believes that in the future, the development of e-commerce will have a great impact on the enterprises all over the world, and it is more likely to change the process of globalisation; Lee[2] by studying the impact of e-commerce on the cost of international trade, increasing the number of orders in international trade, etc.; Rezaei [3] by studying 132 Iranian companies, mining the seven elements that affect the development of e-commerce system, which include information sector structure, managerial support, management style, scientific and technological knowledge, common goals, resource allocation and infrastructure; Amsden and Alice [4] after an in-depth understanding of e-commerce in East Asia, argued that companies in the new market who want to strengthen their branding have to adopt the OEM (Original Equipment Manufacturing)-ODM (Original Design and Manufacturing)-OBM (Own Brand Manufacturing) development model. In China, the research on cross-border e-commerce is more abundant. Xie Tian [5] believes that at this stage, the traditional foreign trade has been gradually eliminated, and replaced by the foreign trade development mode of small quantity, high number of times and high speed shipment; Shi Yonghui [6] and others believe that China must develop more ways to reduce the cost of trade as a means of enhancing the strength of exports; and Men Hengmin and others [7] believe that cross-border e-commerce can promote the development of foreign trade, so that it can be shifted from the traditional development mode to the direct sales, branding, innovation and construction of the integration of the model. After sorting out the valid data, it is found that the elements affecting the effectiveness of the use of the e-commerce platform include: the online marketing factor, the international payment conditions factor, the electronic customs clearance factor, the legal regulation factor, and the international logistics. From this, it can be seen that the operation level of the enterprise is the key role element, which involves the formulation of e-commerce development strategy, the implementation of the information system, and the ability of managers.

4.1 Enhance the Vitality of Information and Make it Come Alive

ICBU should set up their own press corps, collect and edit first-hand business information, and to timely feedback to the enterprise, so that enterprises do not need to go through other websites and newspapers can know this information, and is true, is the first time. At the same time, Alibaba reprinted information is reported by others in the form of news, and ICBU is aimed at enterprises and businessmen e-commerce site, so Ali's information should be general news site information, should be the businessman's vision and approach to editing, because the focus on highlighting the nature of the business. Therefore, Alibaba's information should be a little better. Many people think that the B2B platform and search engine are two completely different concepts, they get the effect of the way is not with each other. In fact, B2B platforms have a great dependence on search engines, B2B platforms in the online promotion of the most important way is the search engine promotion. However, due to the high cost of offline promotion, even though the membership fee charged by Global Sources is very high (100,000-300,000 RMB), its operation is not in good condition now. On the contrary, another Saudi platform, www.tradekey.com, openly admits that it started with search engine optimisation and is growing rapidly. A product search down the results of the supplier has dozens of pages or even hundreds of pages, the real effect is ranked in the first few pages of the customer, ranked in the ten pages after the supplier is even seen by the buyer's opportunity is very little, and how will get good results? In addition, ICBU also has a feature of high volume of enquiries, but can talk down very little, even if they talk down the profit is also very low, this is because the supplier is too centralised, to give the buyers the opportunity to send a group, the cycle of price pressures.

4.2 Based on the Data to Make Judgements, Conform to the Platform Rules and Direction of the Line

In-depth understanding of the product and buyer groups of search habits, buyer demand, buyer preferences. In the face of the platform stock era, how to be able to maximise the value of traffic. People looking for goods: keyword promotion, mainly related to keywords. Search advertising is mainly customers in the home page of Alibaba International Station actively go to go through the keyword search, the system according to the matching of the

products shown on the shelves, the products are passive display in front of the customer, so the search plan is very concerned about the product title and keywords. Goods to find people: mainly intelligent promotion, through the platform of big data to the merchant shop + products to play on the set of tags to match the buyer's browsing behaviour preference data to play on the corresponding tags, and finally in the use of intelligent promotional tools, will be the seller and buyers accurately match, leading to transactions. Recommended advertising is the system will you promote the products in this plan, the initiative to recommend to the customer's page, can be said to be "forced" the customer's eyeballs, so this plan needs to choose a good crowd and geographic area, so that the product corresponds to a more accurate crowd, recommended advertising money is spent very quickly, because the traffic flow of this plan compared to the search plan more If you don't set up a good crowd and geographical labels, it will make you waste a lot of money for nothing.

4.3 Focus on Global Trade Trends, Using Digital Technology to Accurately Match People, Goods and Fields

From people, goods, field, 3 dimensions to analyse global trade trends: People-market opportunities. The global economy began to restart after the epidemic, large-scale economic stimulus and vaccine vaccination progress, the overall trend is positive. Overseas e-commerce is developing rapidly, especially the start-up micro online retailers independent station and social e-commerce like a spring. 2020 global market size \$149.4 billion, nearly 33% outlets fulfilment through the Dropship way, which brings a piece of the traffic dividend. Goods-industry opportunities. rCEP tariff policy brings textile and clothing, light industry, building materials, agricultural products, Automobiles and spare parts, machinery settings and other industries export benefits, while some local government subsidies to encourage 9710/9810 customs clearance for export. The imbalance between supply and demand caused by the recovery of global business opportunities has ushered in a lot of high-conversion industries and categories, resulting in a lot of blue ocean dividends.

Field-platform opportunities. Alibaba platform for industry directed products, provides exclusive traffic and scene exposure resources; on the RTS track and then according to the demand for subdivided into RTS small single fast fixed, one piece of hair; search engine upgrades, in line with the first level of the engine of the window products, the strength of the excellent products, new products to give priority to the display of the second level of the engine products to do complementary display. Station attraction: mainly through the natural flow of the platform internal + through train promotion, in accordance with the sort of keywords to carry out comprehensive sorting to show products. Off-site diversion: through paid promotion, to obtain more recommended opportunities, the current international station off-site diversion to capture the main core of the product is through the capture of the merchant's paid promotion of the product + window products + top show + the main products and other paid promotion of the product to have the opportunity to be selected by the system circle to the off-site placement.

4.4 Strengthen the Search Engine Ranking to Ensure that the Search Results

Those large B2B platform will generally go to participate in exhibitions, TV advertising and so on, but insiders know that this is mainly done to their members to see, in fact, play a very limited effect. Therefore, the vast majority of small and medium-sized B2B platform, not to mention, their own funds, strength is very limited, simply do not have the strength to promote through traditional advertising, these platforms to promote simply rely entirely on search engines. In addition, Alibaba's leadership in reference to HC and other similar competitors appear overconfident, for example, their boast is: "I take the telescope can not find competitors". But once they talk about Baidu, Google, these search engine giants when they will immediately become a small minded, cautious, because they understand Alibaba's lifeblood control in the hands of search engines. Alibaba will invest a lot of money every year to do search engine bidding rankings and site optimisation. Therefore, the only way to ensure the effect of Alibaba is to get a good ranking on top of the search engine. ICBU currently provides information exchange and static information, although the information is updated fast, the amount of information is large, the information is true, but the information is dead, will not automatically find the enterprise, they need the enterprise to find the information themselves, due to the large amount of ICBU information and more, so some useful information is difficult to find the enterprise all of a sudden, and wait for the enterprise through the efforts to find the information, the information is By the time the enterprises find the information through their efforts, the information is outdated, so ICBU provides dead information instead of living information. Now Ali should think about how to provide better services to enterprises, so that the information becomes alive, so that the information has vitality.

5. CONCLUSION

In summary, the spiritual nourishment brought by the excellent traditional Chinese culture to contemporary students has increasingly met the requirements of higher education development. To better help young students understand and master the connotation of traditional Chinese culture, enhance their cultural awareness and confidence, and understand the importance of inheriting and promoting traditional culture. Universities can integrate excellent traditional Chinese culture education with university Chinese language courses, using Chinese language classroom teaching as a medium to showcase China's excellent cultural characteristics to contemporary young students, enabling them to understand the essence of excellent traditional culture and form excellent quality and humanistic literacy under the influence of traditional culture, thus enabling better inheritance and development of Chinese excellent traditional culture.

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