

pricing strategy and platform for competitive differentiation and other aspects of the summary evaluation of this theory are to extract from the direction of innovation.

The paper aims to value all characteristics of e-business model, thus, E-commerce initiatives will be highlighted through inspirational case studies. Nevertheless, before conducting E-business model, we may consider an array of international economic, technological, social, and legal issues and then suggest solutions.

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The Village Cadres Poverty Alleviation Work Satisfaction Research by Villagers—Based on the Investigation of Fuping County

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Abstract

In order to establish the satisfaction evaluation index system of the village cadres poverty alleviation and development work, adjust measures to local conditions, formulate policy of poverty alleviation and development, promote

the poverty alleviation and development work better to go on, Fuping County of Hebei Province as an example, through field research, and use the fuzzy comprehensive evaluation model, quantitative evaluate the village cadres' work in poverty alleviation, results show that the comprehensive score is 47.50, the overall level is low, village cadres in the implementation of infrastructure construction and social development is relatively good, while industrial poverty alleviation work and science and technology poverty alleviation work is poor, need to formulate reasonable measures to improve the working ability of the village cadres.

Keywords: CADRES, POVERTY ALLEVIATION AND DEVELOPMENT, SATISFACTION EVALUATION

1. Introduction

Alleviate and eliminate poverty is a long-term historical task of our country. In order to speed up solving the poverty problem still a certain degree exists in certain regions, countries have taken a series of poverty reduction policy. The village cadre is the first performer of poverty reduction policies, directly determines the speed and effect of rural poverty alleviation work process, how to measure the village cadres in rural poverty alleviation and development stages of service performance is worth thinking about. While the villagers satisfaction and the basis of government trust is an important yardstick of quality inspection of village cadres. Fuping County is located in the west of Hebei province. This paper tries to establish the Fuping County of poverty alleviation village cadre masses satisfaction evaluation index system, to explore the impact of village cadres in poverty alleviation problem, provide certain reference in order to improve the Fuping County poverty alleviation and development.

2. Methodology

2.1. Data source

The data in this study were from the field investigation of Fuping county. Research is divided into two parts, one part is the investigation of village cadres, the other part of the research on the villagers.

In order to understand the actual work content of fuping county village cadres, this article adopts the method of random sampling, investigated 209 administrative villages in fuping county village cadres of the research, the questionnaires covered 7 towns, they are Wanglinkou town, Tianshengqiao town, Fuping town, Pingyang town, Beiguoyuan town, Chengnanzhuang town and Wuwangkou town, distribute object includes the village secretary, deputy secretary of the Party committee, director of the village committee, deputy director of the village, and accounting etc. there are 100 questionnaires, recycling 96 copies, of which 84 effective questionnaires. The questionnaire content mainly includes five parts: One is the basic situation of the village cadres, including name, age, position, political affiliation; the two is to investigate the village cadres role of industry devel-

opment; three is to investigate the village cadres role of rural infrastructure construction; four is the village cadres job effect of the development of social cause; five is the village cadres work effect of the technology poverty alleviation.

At the same time, the article also field survey the villagers of corresponding township, through the form of questionnaires and interviews, to obtain the evaluation of the implementation of the village cadres poverty alleviation and development in the corresponding work and leading role. The investigation total of 140 questionnaires were issued, 120 were recovered, 114 effective questionnaires.

2.2 Methodology

Fuzzy evaluation method is established on the basis of fuzzy mathematics, especially the fuzzy subset, dedicated to describe and deal with ambiguity problem. It by constructing evaluation class belong to different "membership function" to many evaluation objects from multiple aspects, multiple layers to conduct a comprehensive and systematic quantitative comprehensive, finally the results as the final evaluation result by the fuzzy transformation. In the process of evaluation, first identify the factors of the evaluated object (index) set; then respectively determine the evaluation of each factor set and weight (grade) and their degree of membership vector, to obtain the fuzzy evaluation matrix; Finally, the weight vector of fuzzy judgment matrix and the fuzzy operation factors were normalized, get the fuzzy comprehensive evaluation results.

Fuzzy evaluation dealing with fuzzy evaluation objects through precise numbers means, can make the contains information shows fuzziness more scientific, reasonable and close to the quantitative evaluation of actual; In addition, the evaluation result is a vector, rather than a point value, contains the information is rich, can be more accurately depict evaluation objects, and can be further processing, get the reference information.

3. Results and Discussion

3.1. Determining factor set

Based on the field survey of village cadres work content and its importance degree, combined with the index system of poor mountainous areas of poverty relief and development work, this paper constructs the comprehensive performance evaluation index of performance evaluation system of village cadres, including industrial poverty alleviation, infrastructure construction, development of social cause and technology poverty four comprehensive indexes, and established 16 second level index.

3.2 Determine the evaluation set

Assuming that $V = \{V_1, V_2, V_3, V_4, V_5\}$

V_1 represents the villagers satisfied with the work of village, the corresponding score is 80 ~ 100; V_2 represents the villagers relatively satisfied with the work of village, the corresponding score is 60 ~ 80; V_3 represents the villagers think that the implementation of the village cadres is generally, the corresponding score is 40 ~ 60; V_4 represents the villagers not too satisfied with the work of village, the corresponding score is 20 ~ 40; V_5 represents the villagers not satisfied with the work of village, the corresponding score is 0 ~ 20.

3.3 Build evaluation matrix

According to the established evaluation on the proportion of every index, R_1, R_2, R_3, R_4 represent the first level index, we can construct the corresponding evaluation matrix is as follows:

$$R_1 = \begin{bmatrix} 0.08 & 0.25 & 0.46 & 0.17 & 0.04 \\ 0.02 & 0.11 & 0.39 & 0.45 & 0.12 \\ 0.04 & 0.15 & 0.42 & 0.32 & 0.08 \\ 0.03 & 0.08 & 0.25 & 0.53 & 0.11 \end{bmatrix}$$

$$R_2 = \begin{bmatrix} 0.12 & 0.29 & 0.37 & 0.22 & 0.04 \\ 0.07 & 0.22 & 0.45 & 0.20 & 0.07 \\ 0.08 & 0.19 & 0.40 & 0.25 & 0.07 \\ 0.19 & 0.33 & 0.39 & 0.07 & 0.02 \end{bmatrix}$$

$$R_3 = \begin{bmatrix} 0.06 & 0.19 & 0.33 & 0.31 & 0.11 \\ 0.05 & 0.15 & 0.36 & 0.34 & 0.10 \\ 0.17 & 0.28 & 0.39 & 0.11 & 0.05 \\ 0.10 & 0.25 & 0.47 & 0.12 & 0.06 \end{bmatrix}$$

$$R_4 = \begin{bmatrix} 0.04 & 0.13 & 0.38 & 0.27 & 0.19 \\ 0.01 & 0.07 & 0.31 & 0.35 & 0.26 \\ 0.09 & 0.16 & 0.43 & 0.25 & 0.08 \\ 0.10 & 0.11 & 0.27 & 0.37 & 0.15 \end{bmatrix}$$

3.4 Determine the weight vector

There are many ways to determine the weights, such as experts' estimation method, Delphi method (expert investigation method), the Eigen value method, analytic hierarchy process etc...

As a problem of the village cadres job satisfaction evaluation, which is evaluation index of numerous (16 indexes), index between interrelated, and weight of each index is different, it is very suitable for the use of analytic hierarchy process (ahp).

First of all, establish the judgment matrix. Compare each index belonging to the same level, determine the importance of two factors of i, j for the upper index, the result is represented by the 1~9 class. Its scale is defined in table III.

Secondly, check the consistency. For the second order the above judgment matrix, there may be some conflicts judgment, need to check its consistency.

Consistency test value: $CR=CI/RI$

Among them, $CI=(\lambda_{\max} - n)/(n-1)$, λ_{\max} is the biggest characteristic of the value of judgment matrix; RI is the degree of freedom indicators, it is the average of random consistency index, generally associated with the order of judgment matrix, as shown in Table IV. The provisions of the consistency test, when the CR is less than or equal to 0.01 that of two two comparison matrix consistency is acceptable, or that the two two comparison matrix is poor, need to rerun the two two comparison judgment.

According to the above steps, by inviting five professors in hebei agricultural university experts to participate in the evaluation of the relative importance of every index to construct the primary indicators and secondary indicators evaluation matrix. Here are secondary index weights of judgment matrix for industrial poverty alleviation:

Therefore it may be concluded that the weight of index for $A_1 = (0.10 \ 0.16 \ 0.47 \ 0.27)$, other indicators weights using the same method, as follows:

$$A = (0.41 \ 0.27 \ 0.13 \ 0.19);$$

$$A_1 = (0.10 \ 0.16 \ 0.47 \ 0.27);$$

$$A_2 = (0.34 \ 0.32 \ 0.16 \ 0.18);$$

$$A_3 = (0.26 \ 0.33 \ 0.21 \ 0.20);$$

$$A_4 = (0.23 \ 0.25 \ 0.44 \ 0.08)$$

3.5. Fuzzy comprehensive evaluation

The fuzzy comprehensive evaluation results of industrial poverty alleviation is expressed by the B_1

$$B_1 = A_1 \circ R_1 = (0.10 \ 0.16 \ 0.47 \ 0.27)$$

$$\begin{bmatrix} 0.08 & 0.25 & 0.46 & 0.17 & 0.04 \\ 0.02 & 0.11 & 0.39 & 0.45 & 0.12 \\ 0.04 & 0.15 & 0.42 & 0.32 & 0.08 \\ 0.03 & 0.08 & 0.25 & 0.53 & 0.11 \end{bmatrix} = (0.03 \ 0.13 \ 0.37 \ 0.38 \ 0.09)$$

Similarly, we can get the comprehensive evaluation vector of other first level index:

$$B_2 = A_2 \circ R_2 = (0.11 \quad 0.26 \quad 0.39 \quad 0.19 \quad 0.05)$$

$$B_3 = A_3 \circ R_3 = (0.09 \quad 0.21 \quad 0.38 \quad 0.24 \quad 0.08)$$

$$B_4 = A_4 \circ R_4 = (0.06 \quad 0.13 \quad 0.37 \quad 0.29 \quad 0.15)$$

Finally, we can calculate the comprehensive evaluation of Fuping County village cadres work performance:

$$B = A \circ \begin{pmatrix} B_1 \\ B_2 \\ B_3 \\ B_4 \end{pmatrix} = (0.41 \quad 0.27 \quad 0.13 \quad 0.19) \circ$$

$$\begin{bmatrix} 0.03 & 0.13 & 0.37 & 0.38 & 0.09 \\ 0.11 & 0.26 & 0.39 & 0.19 & 0.05 \\ 0.09 & 0.21 & 0.38 & 0.24 & 0.08 \\ 0.06 & 0.13 & 0.37 & 0.29 & 0.15 \end{bmatrix} =$$

$$(0.07 \quad 0.18 \quad 0.38 \quad 0.29 \quad 0.09)$$

3.5. Normalization

Normalized score, take the average value of V_1, V_2, V_3, V_4 and V_5 , make the evaluation of each index vector normalization, finally get the total score of Fuping County village cadres job performance in poverty alleviation and development:

$$K = B * \begin{pmatrix} 90 \\ 70 \\ 50 \\ 30 \\ 10 \end{pmatrix} = (0.07 \quad 0.18 \quad 0.38 \quad 0.29 \quad 0.09) = 47.5$$

Each first level index score:

$$K_i = \begin{pmatrix} B_1 \\ B_2 \\ B_3 \\ B_4 \end{pmatrix} * \begin{pmatrix} 90 \\ 70 \\ 50 \\ 30 \\ 10 \end{pmatrix} = \begin{pmatrix} 42.6 \\ 53.8 \\ 49.8 \\ 43.2 \end{pmatrix}$$

The evaluation results: Comprehensive performance score is 47.5. Infrastructure construction get the highest score (53.8), the second is the development of social undertakings (49.8) and technology poverty (43.2), the lowest score is industrial poverty alleviation (42.6).

4. Conclusion

The comprehensive evaluation score of Fuping village cadres work in poverty alleviation and development is 47.50, in the "general" level ($40 < K \leq 60$). From the point of the first level index, in the implementation of infrastructure construction and the cause of the development of society, the satisfaction of the masses is relatively high, and low scores in industrial

poverty alleviation and technology poverty work, the satisfaction of the masses is low.

Analyzed the reasons for the results are mainly:

(1) Evaluation of subjectivity is stronger, the results may appear motional color.

(2) Analysis the low scores of industrial poverty alleviation and technology poverty, on the one hand, they are a long-term project, the effect is not obvious in a short time, on the other hand, the cadres itself is not enough emphasis on industrial poverty alleviation and technology poverty, one-sided pursuit of short-term economic interests, ignoring the development of science and technology such as soft power.

(3) The construction of infrastructure implementation is relatively good, mainly attributed to the infrastructure and all kinds of people's livelihood security project are closely related to the interests of the villagers of production and life, the villagers actively participate in it under the support of our country, but the majority of cadres still reflect the shortage of poverty relief funds.

To sum up, this paper argues that, in order to improve the comprehensive evaluation of village cadres in poverty relief and development work, give full play to the leading role, accelerate the Fuping County poverty alleviation and development speed, the village cadres should pay attention to poverty alleviation work in thought; In view of the important role of industrial poverty alleviation and technology poverty and the actual work carry out the poor, the village cadres should further strengthen to the attention of the industry and science and technology for poverty alleviation poverty alleviation; Improve the infrastructure construction and guarantee social development of the people's livelihood; At the same time, in the cadre incentive mechanism, increase funding, policy support, to promote and guarantee the smooth implementation of poverty alleviation and development work.

Conflict of Interest

The authors confirm that this article content has no conflicts of interest.

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Research on the Risk Analysis of Supply Chain Finance from the Perspective of Encoding Function Forecast

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Abstract

This paper focus on the research of risk analysis of supply chain finance from the perspective of encoding function forecast. Supply Chain Finance has obtained a faster development. At present, in the financial domain, Supply