

A Brief Analysis on the Present Situation of the Teaching Materials of Graduate Students in Local Medical University

Meihan Li¹, Xiaoye Ma^{2,*}

¹Guilin Medical university, Guilin, Guangxi, China

²School of Business, Guilin university of electronic technology, Guilin, Guangxi, China

*229292710@qq.com

Abstract

Teaching materials are special commodities and have their specific educational attributes. Teaching materials are an important reflection of the level of teaching, scientific research and its achievements in schools, an important component of the accumulation of national science and culture, and one of the symbols of the development level of national science, culture and technology. The supply of graduate teaching materials in Medical university has its own unique characteristics besides the general characteristics and laws of the supply of graduate teaching materials in colleges and universities. Graduate education in China is a high-level education after undergraduate education, including professional knowledge learning and scientific research training. Therefore, this paper focuses on the current situation of graduate teaching materials construction in Medical university and universities, which has practical and theoretical significance for the teaching reform in colleges and universities in China.

Keywords

Medical University; Marketization; Supply of Postgraduate Teaching Materials; Postgraduate Education.

1. Research Background and Significance

1.1. Construction of Teaching Materials

Teaching material is an important basic resource in the teaching process, a core carrier of knowledge, skills and information, and an indispensable blueprint for teachers' teaching and graduate study. It is an important reflection of school teaching, scientific research level and its achievements, an important component of national scientific and cultural accumulation, and one of the symbols of national scientific, cultural and technological development level. Teaching materials in colleges and universities are the knowledge carrier which embodies teaching contents and teaching methods, the basic tool for teaching, and the important guarantee for deepening teaching reform and improving teaching quality. It plays an important role and significance in the development of higher education and the improvement of scientific and cultural level in China. Teaching materials in colleges and universities mainly include the supply of graduate teaching materials, the construction of teaching materials and the research of teaching materials. The supply of graduate teaching materials is the most basic and important part of the three major teaching materials in colleges and universities. To ensure the normal teaching order is always the most basic requirement and destination of the supply of graduate teaching materials. The supply of teaching materials for graduate students is an important guarantee to carry out teaching plan, stabilize teaching order, ensure teaching quality and realize the goal of talent training in colleges and universities. It is of great significance to study the rules and characteristics of the teaching materials supply for graduate students, and to

formulate a scientific, reasonable and suitable mode of teaching materials supply for graduate students. Therefore, the supply of graduate teaching materials, especially the supply model, has macro-economic significance and micro-cultural significance of education. From the macro point of view, with the promotion of socialist market economy construction, the market as the basic means of resource allocation permeates into various industries, and higher education is no exception. At the same time, in the new century, China's higher education has completed the stage of comprehensive popularization, entered a comprehensive development and connotation promotion, with the characteristics of specialization, marketization, internationalization of modern higher education followed, But there are still many conflicts and contradictions in the supply mode of graduate teaching materials in China. What about this maladjustment? What's the degree? Is there a possibility of cracking? are worthy of further study.

1.2. Medical Education

Medical and health reform is a complex system engineering, taking into account the comprehensive balance and consideration of fairness and efficiency. After experiencing the wind and rain of the marketization of public welfare undertakings and the reform of the property rights of medical and health undertakings, the excessive marketization became the "rat crossing the street", and the establishment of the system of GSP and fairness became the consensus of the whole people, and the new medical reform began. Medical university and universities, as medical personnel training and medical scientific research institutions, shoulder the dual tasks of educational reform and medical reform and the obligations and responsibilities in the cross-domain chain. Therefore, the supply of graduate teaching materials in Medical university and universities has its own unique characteristics, and the choice of its supply mode has its own norms and limitations.

1.3. Postgraduate Education

Graduate training model refers to: according to the educational law and social needs of high-level talents, under the guidance of certain educational ideas and educational theories, The main body of cultivation sets a certain cultivation direction for realizing the goal of "what kind of graduate student" and "how to carry out the training process", and combines all links and dynamic elements in the process of cultivation. The whole training activity takes the training goal as the core, and the elements of each link based on it are also the starting point orientation and the end point, which stipulate the requirements that graduate students should meet when they finish their studies. The scientific cultivation process depends on whether the links are arranged reasonably and optimized.

2. Master of Medicine Enrollment --Analysis of Master of Clinical Medicine Enrollment in 2021

In 2021, more than 100 colleges and universities nationwide plan to recruit master students in clinical medicine, with a total enrollment plan of nearly 20,000, of which only less than 0.1% are part-time programs. This paper analyzes the planned enrollment situation of the subject this year according to the clinical medicine master's degree (first class subject code :1051) in 2021 master's enrollment catalogue. This paper only uses the unified examination data in the enrollment catalogue (excluding push-off, single examination).

The Master of Clinical Medicine includes 26 professional fields, such as internal medicine and pediatrics. There are 21 colleges and universities in China, including 8985 universities such as Tsinghua University and 1211 colleges and universities of Tianjin Medical University. The second class of clinical medicine with the largest number of planned enrollment is internal

medicine, which has enrolled more than 5000 students in 95 colleges and research institutes in the country.

In 2021, 48% of the institutions enrolling Master of Clinical Medicine were medical and pharmaceutical military colleges, and 47% of the comprehensive colleges. The Master of Clinical Medicine trains senior medical professionals who have the basic theory of basic medicine, clinical medicine and basic skills of medical prevention, and can work in medical and health units, medical scientific research and other departments in medical and preventive, medical scientific research and so on. The hardware and software facilities of the medical department of pharmaceutical colleges and comprehensive colleges are rich, and more hospitals are built directly or affiliated, which can train medical graduate students more comprehensively. Although the number of comprehensive enrollment colleges is relatively large, the enrollment is concentrated in pharmaceutical colleges, the enrollment plan of pharmaceutical colleges accounts for 58% of the total enrollment, and the enrollment plan of comprehensive colleges accounts for 20% less than that of medicine.

There are nearly 50 provincial key colleges and universities in China enroll 42% of clinical medicine masters. The number of enrollment plans and institutes in general colleges is second only to the provincial key colleges and universities. In 2021, the general colleges and universities opened 32% of the clinical medicine master's examination plan. Both 985 and 211 colleges and universities plan to account for about 10% of the total. The scientific research institute enrolls the clinical medicine master's degree far less than other colleges and universities, among them Guangdong cardiovascular disease institute has the enrollment in the clinical medicine 15 secondary disciplines, the total plan exceeds 30 people.



Figure 1. Master's Enrollment Expansion is a Problem for Graduate Education

Therefore, what is the special point of the supply of graduate teaching materials in higher Medical university? What is the law of its supply mode? How to further improve and find a suitable direction for its reform, especially whether marketization can become the direction of

its reform, how to avoid the risks of the market, how to grasp the "face" and "degree" of marketization, which is worth pondering and discussing? From the micro point of view, teaching materials have their specific educational attributes. As a carrier of knowledge, they are important tools for cultivating talents, imparting knowledge, training skills and developing intelligence, reflecting the level of higher education and scientific research. High-quality teaching materials have the function of stabilizing teaching order, ensuring teaching quality, innovating teaching content and leading teaching direction. At the same time, the textbook is a special commodity, with commodity value, as a commodity textbook, in what scope can be brought into the market economy of the law of the scope of supply and management? In short, the supply of graduate teaching materials in Medical university is an urgent need.

3. Status of Research

In recent years, a large number of graduate textbook administrators in colleges and universities have carefully studied the law of teaching material work in colleges and universities from the perspective of adapting to higher education teaching reform, combining with the reality of teaching material work in colleges and universities, drawing on successful experiences at home and abroad, actively exploring new paths, new methods and new models of teaching material management reform for graduate students in colleges and universities in our country. In various links, such as the management concept, management method, management means and management mode of graduate students' teaching materials management, all put forward new viewpoints and new theories that are different from the old system to adapt to the reform of education and teaching, and clarify the concept and direction of the reform of teaching material management for graduate students in the new period, It has found a more correct path and method, formed a relatively complete theoretical system of reform, and provided a solid theoretical basis for the future management reform of graduate teaching materials in colleges and universities in China. The main results are summarized as follows.

3.1. "People-oriented" Concept

People-oriented is the value orientation that must be established in the process of education and teaching reform and graduate textbook management reform, which is consistent with the socialist essence and the values of socialist market economy system. People-oriented is that all educational activities should focus on the all-round development of human beings, not the subjective shaping of graduate students by educational departments or educators. In 2002, China's higher education began to fully implement the credit system, established a management system of teaching students according to their aptitude for the needs of individualized development of graduate students, and met the individualized needs of graduate students. Fully respect the personality needs of graduate students. On the other hand, People-oriented requires colleges and universities to attach importance to the development of employees, give play to their subjective initiative, and ensure the quality of teaching service and operational efficiency. Create a viable system to promote the common development of graduate students, employees and schools.

3.2. Market Orientation

Due to the development of market economy, higher education introduces market mechanism, and the initiative of pursuing efficiency and benefit in colleges and universities is enhanced. In the process of teaching materials supply for graduate students, on the basis of ensuring the basic order of teaching materials and on the basis of ensuring the orderly supply of teaching materials, the proper introduction of the concept of "management" is conducive to introducing pressure and risk consciousness into the management of graduate teaching materials.

3.3. Division of Specialization

In the discussion of optimizing the teaching material management of graduate students, most people agree to separate the teaching material supply function from the teaching material construction function, implement the "double track system", so that the graduate textbook management personnel can extricate themselves from the heavy physical labor, devote themselves to the teaching material construction, research and so on, and improve the professional quality and level of graduate textbook management. The two-track system has created favorable conditions for the professionalization of graduate textbook supply and textbook construction.

3.4. The Initial Establishment of Market-oriented Model

Many schools have carried out Market-oriented practice, some schools directly set up teaching materials distribution center to supply the teaching materials in the school, and retain a part of the difference as legal income; some adopt the bidding form to introduce suppliers, some set up campus bookstores in the school, and provide the graduate students with the "sunshine" direct marketing mode. Many literatures actively discuss the management mode of the supply of postgraduate teaching materials in Colleges and universities in China from different levels and different perspectives, such as the traditional planning, complete marketing and mixed mode from the perspective of plan or market; on the division of functions of postgraduate teaching materials management, the paper divides the comprehensive and management modes. The two track operation type of management and management is divided into planned supply type, contracted operation type and operation service type in the difference of management form; from the department providing textbooks, it divides the supply mode of school teaching materials section, postgraduate teaching material supply station (teaching material agency Station) mode and social market supply mode. However, although the theoretical research has achieved fruitful results, the shortcomings are obvious. The main performance is that there are many theoretical achievements, less achievements transformation, less research on the mechanism of achievement transformation; more theoretical exploration, less empirical research, less introduction of practical experience; more general innovation, less targeted innovation, limited help to solve practical problems; more opinions, less collective wisdom, and small combined force of reform and promotion.

4. Analysis of the Characteristics of the Market-oriented Supply of Postgraduate Teaching Materials in Medical University and Universities

4.1. The Marketization of Postgraduate Teaching Materials has no Negative Impact on Graduate Learning

According to the survey, the reform of the supply mode of postgraduate textbooks has not had a negative impact on the postgraduate learning. 74.9% of the students choose to choose. Before and after the supply mode change, their academic achievements are almost the same, 17% of the students choose "progress", and only 8% of the students who choose "step back". 65.3% of the students chose "there is no relationship between the reform of teaching materials supply and the change of academic achievement". The results of the study also showed that although there were significant differences in the purchasing rate and the recognition of access to teaching materials between the two majors, there was no difference in the results of the two majors. The reasons for this may be found from another survey. The survey shows that only 5 people, or 1% of the students who have not used textbooks in the next semester of 2013-2014 academic year, are expected to obtain all kinds of textbooks, only 5.1% of them hope to use them. It can be seen that although the overall purchase rate of textbooks in 2013-2014 school year is only 69.6%, the overall utilization rate of textbooks is still high. Many graduate students

purchase or borrow textbooks through ways outside the school, and the postgraduate students have strong learning consciousness. The results show that: first, after the voluntary purchase of textbooks is implemented, the purchasing rate of textbooks will decrease greatly, and the results of graduate students will decrease accordingly. The second is that the change of teaching quality is not necessarily related to the reform of postgraduate teaching material supply mode. The study consciousness and initiative of graduate students are still related Key.

4.2. The Similarities and Differences of the Cognition of Teaching Materials between Medical Related Majors and Non-medical Majors

On the one hand, the purchase rate and the proportion of new books and the proportion of new books and continuing to be retained by medical related and Non-medical majors are generally higher than that of public basic and Humanities and Social Sciences textbooks. It shows that, whether it is a medical graduate or non medical graduate, there is a tendency of "emphasizing specialty rather than foundation, emphasizing skills and humanities". This should attract the attention of the relevant education departments, find out the reasons and find effective ways, and promote the graduate students to actively optimize the knowledge structure and attach importance to the professional humanistic spirit. On the other hand, there are great differences in the purchasing rate of teaching materials between medical related majors and Non-medical majors. The former is larger than the latter in general. The differences between the two on the purchasing, acquiring and processing of textbooks are especially obvious in the current professional basic and professional textbooks. In terms of the purchase rate of the two types of textbooks in 2013-2014 academic year, 84.4% and 82.8% of the medical related majors are respectively, 6.6% and 28.1% higher than Non-medical majors respectively; in terms of the ways to obtain the basic and professional types of major, the postgraduate students of medical related majors want to buy new books as high as 89.1% and 91.9, 15.2% and 15.5% higher than Non-medical ones; the two types of textbooks hope to "continue to protect the new books" The proportion of "staying and using" was 89.6% and 90.6% in medical related categories, 17.4% and 6.7% higher than that of Non-medical majors. It can be understood that most medical postgraduates think that the basic and professional textbooks are "still available" and need to be kept. Therefore, the proportion of purchasing and hoping to buy new books is also high. In the case of high initiative of postgraduate learning, this is mainly related to the strict requirements of medical education, comprehensive knowledge system and systematic characteristics. Medical graduate students have high demand for medical education the characteristics of education are well grasped.

4.3. Graduate Students have Strong Overall Consumer Awareness and Establish Their Identity

The investigation shows that the graduate students are fully adapted to the role of compulsory purchase from the original planned supply to the current Market-oriented independent purchase of supply. The identity of their own consumers is established. The awareness of consumption is also enhanced, which is reflected in the high expectations of graduate students on the supply of postgraduate textbooks, the hope of higher quality, better price and lower price, and the delivery of services in place; in the purchase of textbooks in the process of active consumption, graduate students have a strong sense of self-protection. They have their own ideas in protecting fund safety and protecting service quality. They want to open Alipay and set up service evaluation function; they have strong sense of honesty and consumption, and think that buying textbooks according to pre order is the most common graduate student with integrity behavior. The efficiency is high, the number of subjective questions answered is large. The graduate students actively provide suggestions for the supply of postgraduate textbooks, supervise and safeguard the common interests.

5. Problems in the Market of Postgraduate Teaching Materials Supply in Medical University

5.1. The Market-oriented Reform of the Supply of Postgraduate Teaching Materials in Medical University Started Late and Developed Slowly

The Market-oriented reform of the supply of postgraduate teaching materials in China started late and developed slowly. However, compared with the comprehensive colleges, the marketing level of the supply and management of the postgraduate textbooks is generally low. The survey shows that only 2 of 12 medical universities / Medical university supply Market-oriented functions, accounting for 16.7%, and 7 graduate students voluntarily purchase textbooks, accounting for 58.3%, while in comprehensive universities (including Medical university), the two groups of data are 54.5% and 90.9%, respectively. The reform of the supply of postgraduate teaching materials in Medical university is slower than that of comprehensive colleges and universities. Before, Medical university have been developed as specialized colleges. The number of graduate students is small, the professional structure is single, the field of graduate ideology is not so active, and it is relatively good to manage. There are great differences with comprehensive universities in starting point, perspective, number of graduate students and professional structure. After the popularization of higher education, Medical university still rely on old ideas, experience and methods to manage teaching materials. In the face of the changes of internal and external environment of postgraduate teaching materials management, they have not paid enough attention to it. The management mode of graduate textbooks is old, the management mode is old, the management methods are lack of advanced management methods, the management efficiency is low, the competition mechanism is lack, and the flexible and efficient response cannot be established in the face of the market Management system and information unblocked and sensitive feedback system.

5.2. Actively Seeking Less Reform, More Local Adjustment and More Passive Coping

In the work of the Medical university graduate textbook management staff, they have less research on the management of the postgraduate teaching materials, less understanding of the dynamic demand of the graduate students, insufficient insight into the supply trend of the postgraduate textbooks, more work hard, more excuses for the higher authorities and more passive coping. Many colleges and universities are only the adjustment or attempt of discount difference, advance payment, elective courses and other aspects. Some colleges and universities are forced to go on the reform road step by step. The universities that actively seek reform are still few, and there are few ones who are bold and comprehensive reform, and the spirit of bold reform exploration is insufficient. The passive attitude of Medical university to the reform of postgraduate teaching materials supply has formed a clear gap with the recognition and expectation of graduate students on the reform of postgraduate teaching materials supply.

5.3. The Market-oriented Supply has Achieved Some Results, but the Supply Link Needs to be Optimized

Some Medical university have made some achievements in the Market-oriented reform of postgraduate teaching materials supply, which has realized the specialization of the management of postgraduate textbooks, improved the management level of graduate textbooks, and met the demand of most graduate students to purchase textbooks independently. The survey of the Market-oriented supply of postgraduate textbooks in Guangxi Medical University shows that the voluntary purchase rate of all graduate textbooks in 2013-2014 is 69.6%, and the overall satisfaction rate of the survey results of the new postgraduate teaching material supply mode is 89.7%. It is believed that 75.8% of the students are "independent in purchasing

books, reflecting personal will and satisfying individual needs". The total supply mode of postgraduate textbooks is 75.8%. The body satisfaction was higher. However, the students think there are still many problems in the supply of postgraduate textbooks, and that only 37.5% of the graduate teaching materials supply links are orderly conducted. The rest think that there are some problems to be improved in some links. The overall efficiency of the supply links of graduate textbooks is not high and is cumbersome, especially in the settlement and distribution links, which is too long in line and waste time; the supply service is not high. The overall satisfaction of the service is not high, the satisfaction rate of discount rate of teaching materials (including very satisfied, satisfied and general) is only 66.5%, and the satisfaction of smooth communication and feedback channels (including very satisfied, satisfied and general) is only 65.3%.

5.4. The Evaluation Mechanism of the Market-oriented Reform of Postgraduate Teaching Materials Supply has not been Established

The market logic should be introduced into the supply of postgraduate textbooks, and the evaluation mechanism should be established to effectively supervise the supply links, to promote the improvement of the quality of service and healthy development of the supply of postgraduate textbooks. But the current situation is that although more and more Medical university and universities are carrying out the Market-oriented reform of postgraduate teaching materials supply, the reform is more and more in-depth, but the school has no important measures in the supervision and feedback of the supply of postgraduate textbooks, and the overall awareness of establishing the evaluation system is not strong, and the evaluation mechanism has not been established. On the other hand, graduate students pay more and more attention to the Market-oriented service of postgraduate teaching materials supply. They actively offer suggestions for the supply of postgraduate textbooks, and propose the evaluation demand for the supply of graduate materials, hoping to jointly supervise the supply of graduate textbooks and maintain common benefits.

5.5. The Information Level of Postgraduate Teaching Material Supply Management is Low, Which can not Meet the Information Demand

The survey shows that only 2 medical universities / medical schools have graduate textbook management software (including stand-alone version), accounting for 16.7%, and the overall level of information management is relatively low. Many colleges and universities do not have their own graduate textbook management system. Guangxi Medical University does not have their own graduate textbook management system. The subscription system is developed by graduate textbook suppliers. If another supplier wins the bid next time, it may have to change a system. This will cause difficulties for the collection of graduate textbook supply information and the free choice of textbooks, and even affect the market the orderly progress of field supply. Moreover, the current graduate textbook management system only has the functions of textbook subscription, collection, summary and statistics. Textbook information mainly includes textbook name, editor in chief, publishing house, edition, price, etc. there is no relevant picture information and content introduction, so it has limited reference significance for students to subscribe textbooks. In the survey, the students are more focused on the payment link, hoping to open the network payment function, on the one hand, reduce the pressure of on-site queuing, at the same time, protect the students' rights to purchase books, and agree to increase the pre-payment function in the Internet subscription (such as Alipay, after receiving the teaching materials, confirm the payment), 359 students, accounting for 71.9%. Many students also hope to open the service evaluation function to jointly promote the graduate textbook suppliers to improve the service quality and better serve the teachers and students. There is an obvious gap between the informatization level of Medical university and students' informatization needs.

5.6. The Recycling Mechanism of Teaching Materials has not been Established, Which can not Meet the Needs of Recycling

The survey shows that 69.1% of the students think it is "very necessary", 28.1% think it "doesn't matter", and only 2.8% think it "unnecessary". Among them, 64.2% chose to buy new books, 5.1% chose not to use them, and 37.9% chose to rent, borrow or buy second-hand books. Among them, only 32.3% chose to buy new books, 11.8% chose not to use them, and 62.3% wanted to rent, borrow or buy second-hand books. 66.1% of the respondents wanted to keep the teaching materials, 38% chose to dispose of the waste materials or send them to the library, 35.5% chose to keep the humanities and social sciences teaching materials, and 70.9% wanted to dispose of the waste materials or send them to the library. Guangxi Medical University has only one way to provide books by inviting tenders, and there are few books in the teaching materials collection of the library, and there are no second-hand teaching materials sales, leasing and other businesses, which cannot meet the diversified needs of graduate students for the acquisition and processing of teaching materials. The establishment of the second-hand teaching materials market is very necessary and urgent.

6. Marketing Mode of Postgraduate Teaching Material Supply in Medical University and Universities, Reform Experience and Suggestions on Improving Postgraduate Teaching Material Supply Management

6.1. Adhere to the Value Orientation of Graduate Standard

According to the view of graduate standard, the needs of graduate students are the most basic, the development of graduate students is the most important, and the rights of graduate students are the most urgent. Its significance lies in the establishment of graduate students as the motive force and foundation of education. Similarly, in the management of teaching materials for Postgraduates in Colleges and universities, the motive force and root of the reform are postgraduates. Everything is for the rights and development needs of postgraduates, not economy or anything else. We should establish and adhere to the value orientation of graduate standard to ensure that the Market-oriented reform of graduate textbook supply develops in the right direction and the reform goal is achieved.

6.2. Speed up the Pace of Market-oriented Reform and Increase Administrative Impetus

The management of postgraduate teaching materials is an important part of higher education and teaching, which should develop with the pace of education and teaching reform. So far, the education authorities have not formally issued the guiding opinions related to the reform of graduate teaching material management in Colleges and universities, and most colleges and universities have not really taken the reform of graduate teaching material management as a key work, which should be an important reason why it is difficult to comprehensively promote the reform of graduate teaching material management in Colleges and universities and form a new system and mechanism suitable for education and teaching. Therefore, on the one hand, the education authorities should strengthen efforts to guide and promote the reform of postgraduate teaching material management; on the other hand, the reform of postgraduate teaching material supply in Medical university is necessary and urgent. University administrators should improve their understanding of the Market-oriented reform of postgraduate teaching material supply, actively seek the reform methods and paths, and realize the scientific management of postgraduate teaching materials development.

6.3. Give Full Play to the Role of Graduate Students' Participation and Form a Joint Force of Reform

Graduate students are the motive force and the first beneficiary of the reform. We should pay attention to the ideological trends of postgraduates, understand the needs of Postgraduates in many aspects, and seek the internal driving force of reform and development. In previous years, only three or five students of Guangxi Medical University made special applications and asked not to buy textbooks issued by the University. At the time of textbook subscription in autumn 2013, the management personnel of postgraduate teaching materials inadvertently learned during the chat with the postgraduate cadres that the students of seven-year clinical medicine major hoped that the grade graduate students would recycle the two teaching materials for the freshmen of grade 2013 who were going to enter the school in autumn, hoping that this move could get the support of the school. The management personnel of graduate teaching materials suggest that the graduate students should form the relevant wishes into written materials, which should be submitted together with the reform proposal of graduate teaching materials supply submitted by the academic affairs office to the school. The reform proposal of postgraduate textbook supply was approved at the school affairs meeting at one time. In addition to various factors, it should be said that postgraduate participation also played a great role in it.

6.4. It is Feasible to Establish a Market-oriented Graduate Textbook Supply Entity in the University

One of the key points of the marketization of graduate textbook supply is that the way for graduate students to obtain textbooks should be convenient. If the graduate textbook supply is completely promoted to the society, there must be a highly developed and mature book market as the guarantee. However, with the acceleration of the development of higher education, many provinces and cities are developing and constructing university cities far away from the city center in recent years, and colleges and universities have established their own new campuses in the University City. Guangxi Medical University has also set up a new campus in the suburbs of Guangxi. The first batch of students were recruited in 2003. It has been more than 10 years since then, and the main body of the university has already transferred to the new campus. The commercial facilities around the new campus are not perfect, and there is not even a bookstore inside and outside the campus. Many students report that it is difficult to buy all the required teaching materials on one website if they buy teaching materials online, the supply of graduate teaching materials has the characteristics of large quantity and tight time. It is often difficult for bookstores in the society to guarantee the supply of graduate teaching materials on time and in sufficient quantity. It is extremely irresponsible for schools to push the supply of graduate teaching materials to the society completely, causing unnecessary troubles and burdens for graduate students, and cannot well reflect the spirit of modern universities. In particular, the overall purchase rate of teaching materials for medical postgraduates is high, and students pay more attention to the reform of teaching materials supply for postgraduates. Medical university should ensure the convenience of obtaining teaching materials for postgraduates. The ideal scheme is to establish a long-term or temporary teaching material supply entity in the school to ensure the supply of teaching materials for postgraduates and stabilize the teaching order.

6.5. Create and Maintain a Fair Competition Environment to Promote the Improvement of Postgraduate Teaching Material Supply Service Quality

It is impossible for a market that lacks competition to really prosper; nor is it possible for an unfair and unfair social environment to stimulate the vitality of development. The administrators of colleges and universities should pay attention to creating and maintaining a fair competition environment in the supply market of graduate textbooks on campus,

establishing fair, open and transparent market rules, and promoting the healthy development of the textbook market on campus. On the one hand, we should continue to strictly implement the open bidding system, oppose monopoly and unfair competition, and consciously safeguard the fairness and justice of the supplier access system; on the other hand, we should encourage the legal operation inside and outside the campus, and invite bids for campus bookstores in the form of renting space on campus, which can enrich the campus culture on the one hand, and on the other hand, complement the temporary supply of graduate textbook suppliers on the other. At the same time, it also forms a certain competitive pressure on graduate textbook suppliers, prompting them to actively pursue the continuous improvement of service awareness and service quality. At present, there are at least two kinds of graduate textbook supply forms on the campus of Guangxi Medical University, one is the campus bookstore just completed by the logistics management department, and the other is the graduate textbook agent.

6.6. Strengthen the Information Construction of Graduate Textbook Management and Improve the Management Level of Graduate Textbook

The information construction of the management of graduate teaching materials in Colleges and universities is the process of obtaining, transmitting, exchanging, processing and feedback effectively by using advanced computer technology and campus network system. It is the basis for realizing the management, science, institutionalization and standardization of the teaching materials for postgraduates. Information technology is not only the introduction of information system, but also an innovation of management mode. University administrators should seize the opportunity to pay full attention to the construction of the network platform for the management of postgraduate teaching materials in Colleges and universities. They should make full use of this platform, communicate information, establish the information base of textbooks, collect the catalog of materials, the joint bibliography of colleges and universities, the exchange of information of teaching materials, collect the publishing and distribution trends of various textbooks and evaluate the articles, The application of computer for classified storage management, It can help teachers to select, compile and study textbooks; establish network supply, selection, construction and evaluation system of postgraduate teaching materials by means of modern management means, realize informatization and modernization of management of graduate textbooks, improve management efficiency of postgraduate textbooks, improve service level and meet the demands of teachers and students for management service of graduate textbooks.

Acknowledgments

This work is supported the following fund:

2019 Guangxi higher Education Teaching Reform Project: "Exploration on the Construction of Postgraduate Teaching Materials in Local Medical university" (No, JGY2019152).

References

- [1] Tsai W, Ghoshal S. Social Capital and Value Creation: An Empirical Study of Intrafirm Networks[J]. *Academy of Management Journal*, 1998, 41 (4): 464 -476.
- [2] Larson A. Network Syads in Entrepreneurial Settings: A Study of the Governance of Exchange Relationships [J]. *Administrative Science Quarterly*, 1992, 37(1):76 -104.
- [3] Chiu C M, Hsu M H, Wang E T G. Understanding Knowledge Sharing in Virtual Communities: An Integration of Social Capital and Social Cognitive Theories [J]. *Decision Support Systems*, 2006, 42 (3):1872 -1888.
- [4] Dobrzykowski D D, Tarafdar M. Understanding Information Exchange in Healthcare Operations: Evidence from Hospitals and Patients[J]. *Journal of Operations Management*, 2015, 36:201 -214.

- [5] Chang H H, Hsieh P H, Fu C S. The Mediating Role of Sense of Virtual Community [J]. Online Information Review, 2016, 40 (7):882 -899.
- [6] Zárraga C, Bonache J. Assessing the Team Environment for Knowledge Sharing: An Empirical Analysis [J]. International Journal of Human Resource Management, 2003, 14 (7) : 1227-1245.
- [7] Nonaka I, Takeuchi H. The Knowledge-creating Company: How Japanese Companies Create and the Dynamics of Innovation [M]. New York: Oxford University Press, 1995.
- [8] Bostrom R P. Successful application of communication techniques to improve the systems development process [J]. Information and Management, 1989, 16 (2): 279-295.
- [9] Huber G P. Organizational Learning: The Contributing processes and the literatures [J]. Organization science, 2000, 11 (5): 538-550.
- [10] Gunnar H. A model of knowledge management and the N-form corporation [J]. Strategy Management Journal, 1994, 15 (5): 73-90.
- [11] Hou Changhai. Analysis of China's online education market in 2015. Internet World, 2016(2): 85-88.
- [12] Huang Wenzhi, Zhao Jing. Discussion on the development prospect of online education in the era of "Internet +" [J]. China Adult Education, 2016(6): 138-140.
- [13] Dinah G. & Daniel K. & Isabel W. & Jayne C. Training Needs Analysis: A Literature Review and Reappraisal. International Journal of Nursing Studies, 2014, 42(5): 1-10.
- [14] Wu Xiaoqiong, Xing Yanfang. Analysis of the Development Path of Online Education [J]. Journal of Zhangzhou Teachers College, 2015(1): 87-90.
- [15] Chen Qilin, Bao Haobo. The history and current situation of online education development in China. Xueyuan, 2014(26): 184-185.
- [16] Yang Wei, Yan Jin. Analysis of the Teaching Reform of Open Online Course --Taking L College as an Example [J]. Value Engineering, 2016, 35(19): 207-209.
- [17] Xiao Yuewen, Wang Mingyu. Talking about the status quo and development trend of online education. China Business Theory, 2017(18): 176-177.
- [18] Earl L., Katz S. Leading Schools in a Data Rich World. Corwin Press, 2006, 23(2): 9-16.
- [19] Zhang Junchao. Institutional Research and University Management in the Age of Big Data [J]. Higher Education Research, 2014(1): 128.
- [20] Chen Lei. Application of Big Data in Teachers' Online Education Environment --Taking Courses in Zhejiang Province as an Example [J]. Continuing Education, 2017, 31(9): 7-11.
- [21] Yang Xianmin, et al. Development Strategy and Path Choice of Wisdom Education in China [J]. Modern Educational Technology, 2014(1) : 14.
- [22] Liu Bin, Zhang Wenlan. Research on the Influencing Factors and Structure of Online Course Learning Experience [J]. Modern Educational Technology, 2017, 27(09): 107-113.
- [23] Zheng Lei. Online Learning and Quality Assessment Research [J]. Shenzhou, 2014, 14.
- [24] Zhang Wei. Strategies for improving the participation of college students in online learning. Zhejiang Normal University. 2011.11-12.
- [25] Maclaughlin E J, Supernaw R B, Howard K A. Impact of distance learning using videoconferencing technology on student performance [J]. American Journal of Pharmaceutical Education, 2004, 68(3): 1-6.
- [26] Guan Jia, Li Qitao. Development Status, Trends and Experiences of Online Education in China [J]. China Electro-chemical Education, 2014(08): 62-66.
- [27] Sun Li, Cheng Yuxia. Research and Implementation of Online Education Learning Achievement Prediction in Big Data Era--Taking English as an Example of Undergraduate Public Courses [J]. Open Education Research, 2015(3): 74-80.
- [28] Kees J., Tangari A. H. The Impact of Regulatory Focus, Temporal Orientation, and Fit on Consumer Responses to Health-Related Advertising [J]. Journal of Advertising, 2010, 39 (1) : 19-34.

- [29] Heng-Li Yang, Wu, T. C. T.. Knowledge Sharing in an Organization-Share or Not[J]. *Technological Forecasting & Social Change*, 2008, 75(8): 1128-1156.
- [30] Higgins E. T. *Beyond Pleasure and Pain: How Motivation Works* [M]. London: Oxford University Press, 2012.
- [31] Higgins E. T. Making a Good Decision: Value from Fit [J]. *American Psychologist*, 2000, 55(11) : 1217-1230.
- [32] Roy R. , Naidoo V. The Impact of Regulatory Focus and Word of Mouth Valence on Search and Experience Attribute Evaluation [J]. *European Journal of Marketing*, 2017, 51 (7 /8) : 1353 - 1373.
- [33] Avnet T. , Higgins E. T. How Regulatory Fit Affects Value in Consumer Choices and Opinions [J]. *Journal of Marketing Research*, 2006, 43(1) : 1 - 10.
- [34] Godes, D., Mayzlin, D.. Using online conversations to study word-of-mouth communication[J]. *Marketing science*, 2004, 23(4):545-560.
- [35] Hennig, T.T., Gwinner, K. P., Walsh, G.. Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? [J]. *Journal of interactive marketing*, 2004, 18(1): 38-52.
- [36] Duan, W. J., Gu. B., Whinston, A. B.. The dynamics of on-line word-of-mouth and product sales- an empirical investigation of the movie industry[J]. *Journal of retailing*, 2008, 84(2):233-242.
- [37] Goldsmithre, Horowitzd. Measuring motivations for online opinion seeking[J]. *Journal of interactive advertising*, 2006, 6(2):1-16.
- [38] HIGGINS E T. Self-discrepancy:a theory relating self and affect[J]. *Psychological review*, 1987, 94 (3): 319-340.
- [39] Lockwood P, Jordan C H, Kunda Z. Motivation by positive or negative role models: Regulatory focus determines who will best inspire us[J]. *Journal of Personality and Social Psychology*, 2002, 83 (4): 854 - 864.
- [40] Lee R. Social Sapital and Business and Management: Setting a Re-search Agenda [J]. *International Journal of Management Reviews*, 2009, 11(3):247 -273.