

mental health education in colleges and universities in the new era, improve the mental health status of teachers and students, build a long-term online public opinion monitoring, research and judgment mechanism, improve the ability to respond to online public opinion and implement the online public opinion summary mechanism.

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IMPACT OF AGRO-FOOD SUPPLY CHAIN QUALITY MANAGEMENT PRACTICES AND MANAGERS' ANXIETY PSYCHOLOGY ON QUALITY PERFORMANCE

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Background: From the perspective of managers' anxiety psychology, we take PX Co., Ltd. as the research object, and analyze how an agricultural industrialization leading company implements supply chain quality management practices to achieve and maintain superior quality performance according to psychological needs of other members including farmers. Through the case study, we developed a framework of SCQM practices, SC quality dynamic capabilities and superior quality performance using input-mediation-output- input (IMOI) model.

Subjects and Methods: The case study method is used. Firstly, our study aims to explore how agro-food companies improve quality performance through SCQM, which belongs to the category of answering the "how" question, so case study is appropriate.

Results: (1) The boundary of agricultural product quality management has crossed from internal quality management to supply chain quality management. (2) SC quality capabilities play a mediating role in SCQM practices and superior quality performance from the perspective of managers' anxiety psychology. (3) The achievement of superior quality will in turn further stimulate SCQM practices, which will form a positive gain cycle. This cycle presents a spiral and gradual evolution process.

Conclusions: The active participation and cooperation of leading companies and their SC members is the basis to ensure the quality of agricultural products. Under the operation mode of "leading companies plus cooperatives plus farmers", SC quality practices can promote the formation of SC quality coordination capability, SC process control capability and SC quality learning capability, and then promote the realization of superior quality performance. The vital contribution in this study is the development of a research framework to support SCQM in the agro-food SC domain from the perspective of dynamic capabilities, and proposed a conceptual framework via IMOI model.

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A STUDY ON THREE PROBLEMS AND COGNITIVE PSYCHOLOGY OF A POSITIVIST APPROACH TO DOCUMENTARY FILMMAKING BASED ON PSYCHOLOGICAL ANXIETY

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Background: The documentary industry has undergone rapid development in recent years. Documentary filmmaking emphasizes a scientific positivist approach as the only means of ensuring the authenticity and authority of documentary films. Although some producers use positivist approach of natural science to ensure the authenticity of the documentary films, why do questions of films' authenticity still arise? Is there solipsism of subjective psychology and emotional anxiety of cognition?

Subjects and Methods: In the production of documentaries with the orientation of scientific positivism, there are inevitably many unpredictable problems such as the audience's different interpretation of the documentary due to different backgrounds in the communication, or the Panic Disorder of cognition due to their anxiety sensitivity. This study questions whether a positivist approach achieves the ontological requirements of documentaries. Both philosophical analysis and cognitive psychology is used as three aspects. Firstly, criticisms of the positivist approach and

hermeneutic viewpoints are employed to analyze the problem of commensurability between scientific positivism and humanistic interpretation. Secondly, we explore the reasons no answers to the certainty of variables and the problem of psychological constancy in the causality law have been found and analyze the irrational factors in the process of documentary production. There are namely psychological factors of operationalism or cognitive obsessive-compulsive disorder. Finally, we reveal that the knowledge gap and tension between the respective concerns of the audience and producer are difficult to resolve.

Results: The following situations exist in the production and communication of documentaries: The incommensurability between paradigms of scientific positivism and humanistic interpretation. Difficulties in documentary production: psychological factors exist in inconstancy in scientific causality and irrationality represented by artistic methods. In other words, there are rational and affective disorders between the inner world and the outer world of the subject. Commensurability and tension in the respective cognitions of the producer and audience interpreters. This indirectly verifies that the positivist approach is unfit for documentary production.

Conclusions: This understanding of documentaries transcends the conventional subject-object model and advocates for each heterogeneous actor to interact and evolve to create a dynamic and open knowledge network. Additionally, the two interpreter roles in the documentary production process are not static, but they are formed by the constant impact of dynamic and heterogeneous factors. Therefore, future studies on documentary authenticity should adopt a concrete, historical, and practical approach to exploring the documentary production process. This would enable researchers to comprehensively understand the demand for authenticity in documentaries. Finally, we propose a postpositivist approach to fulfill the ontological demand for authenticity in documentary production, and deal with the two interpreters' rational and affective disorders.

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EFFECT OF ANXIETY PSYCHOLOGY ON UNETHICAL PRO-ORGANIZATIONAL BEHAVIOR OF EMPLOYEES

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Background: Previous research on fear has focused on the formation of fear, interventions, and effects on individual risk and ethical decision making, with an emphasis on individual-level research. As a component of anxiety, anxiety is the emotional experience and behavior performance in the state of anxiety. Individuals in this state feel afraid, worried, nervous, upset and other emotions. When employees are faced with great external threats in the organizational scene, they tend to do things that are more beneficial to the organization or themselves, while ignoring the morality of their behavior. This in turn leads them to behave unethically. Based on the stress cognitive evaluation theory of the influence of anxiety on employees' unethical pro-organizational behavior, this study explores the relationship between external threat fear and individual unethical cognition and behavior under major crisis.

Subjects and Methods: Experience-sampling methodology was used to collect relevant data for this study by conducting a two-stage questionnaire survey on the administered sample. Sampling was conducted for employees engaged in service work. After the outbreak of major crisis events, 101 service personnel were followed up for 9 consecutive working days, 101 service personnel were followed up for 9 consecutive working days by using the influence of anxiety on employees' unethical pro-organizational behavior. Samples between 101 levels and within 909 levels were obtained, and structural equation model was established to test the research hypothesis.

Results: The fear of external threats has a positive impact on unethical pro-organizational behavior. It illustrates that when employees have a great sense of fear due to external threats, they are prone to defend against possible damage by making unethical behaviors. Moral licensing mediates the positive relationship between fear of external threat and unethical pro-organizational behavior. It indicates that employees who experience fear of external threats will shift their perceptions of unethical behavior through ethical licensing to justify unethical behavior. The job insecurity moderates the relationship between fear of external threat and moral licensing. In other words, compared to employees with low job insecurity, employees with high job insecurity have a higher moral licensing effect after generating fear because of external threats.

Conclusions: This study mainly discussed the internal mechanism of the relationship between fear of external threat and unethical pro-organizational behavior of employees in China. Based on the cognitive evaluation theory of anxiety and stress, this study places individuals in organizational scenarios and deeply analyzes the deep-seated causes of employees' unethical psychology and behavior under major external crisis, and clarifies the theoretical logic between fear of external threat and immoral psychology and behavior.

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DERIVATIVES HEDGING IN FAMILY BUSINESSES: BASED ON PSYCHOLOGICAL ANXIETY AND FEELINGS OF POSSESSION