

is also the most basic problem concerned by the gender perspective.

Conclusions: As a central concept of feminist researchers, “gender” inevitably brings a strong feminist emotional color in their analysis of problems, and the theoretical perspective is biased. However, the emergence of the concept of “gender” is a powerful challenge to the long-standing prevailing gender “biological determinism”. It is the product of cultural construction and is operable, which is conducive to the construction of a new gender knowledge and cultural system with gender equality as the ideal and the realization of gender equality, and gender has had a broad and far-reaching impact on the development of education and discipline research. Research on education from the perspective of gender is also popular in China. In 1995, the Education Department of Beijing Normal University opened a special research course on “education and gender”. In 2001, gender education took the lead in entering the university classroom in Shanghai. People have recognized the importance of gender in the field of education. Therefore, in education, we should recognize the limitations of the traditional gender concept and build a correct gender concept. Educators and educates should break the specificity of gender characteristics, and fully realize that the positive aspects such as initiative, self-confidence, intelligence and strength do not belong to men, and the negative aspects such as passivity, inferiority, slowness and weakness do not belong to women, We should pay attention to and analyze gender culture at all levels and forms of education, emphasize gender recognition and gender tolerance, eliminate gender bias, and establish a correct gender concept. In today’s multi-cultural background, the greatest happiness is harmony. Equality replaces hierarchy, sharing replaces control, and mutual benefit replaces subordination. This is the smooth road that harmonious male female relations should take. Take off the colored glasses of their gender, surpass gender, respect, and cooperate with each other, make sexism disappear, and men and women become equal partners, go hand in hand and create a better life. This is the concept that we should uphold and adhere to in various forms of psychological education at present.

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BUSINESS MODEL INNOVATION AND DEVELOPMENT OF RETAIL ENTERPRISES IN THE ERA OF “NEW RETAIL” FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: With the development of commodity economy, the research on consumer psychology has been paid more and more attention in China. It has developed from a general theoretical introduction to the research on most consumers in China. In the theoretical system of consumer psychology, marketing psychology is directly for the eyes of commercial enterprises. Consumer psychology and behavioral characteristics are the most concerned problems of zero consulting commercial enterprises. For a retail store, its business content and scale are limited. Therefore, each store has its own specific service scope and service object. In other words, each store serves a relatively stable customer group within a certain range. This stability is mainly reflected in the stability of the scale and composition of the customer group, including the stability of gender composition, occupation composition and age composition within the customer group. Due to the different regions where stores are located, there must be great differences in the composition of customer groups, consumption psychology, consumption behavior characteristics and demand conditions. Accordingly, the services provided by stores are also different. In order to further develop consumer psychology in practical application, it is necessary to make the research focus from the research of consumer psychology of the whole society to the research of consumers in the area where stores are located and the research of consumers attracted by stores or business districts. Its main content is to investigate, study and analyze the age composition, occupation composition, consumption stage and scale of consumer groups of consumers in the area where the store is located and within the scope attracted by

the store or business district. These basic situations are called consumption background. According to the consumption background information and the operation characteristics of retail stores, and using the research results of consumption psychology, we can further clarify the consumption psychological characteristics, consumption behavior characteristics and demand characteristics of the main business objects of stores, master their consumption laws, and enable enterprises to provide consumers with needed goods and good services, So as to further improve the scientific management level of stores and achieve good social and economic benefits.

Objective: Under the background of consumption upgrading in the era of digital economy, the traditional retail industry is experiencing a rapid iterative period and officially entering the new retail era. Some market analysts predict that the new retail will achieve a high-speed growth of more than 100% compound annual growth in the next few years, and the overall market scale will reach 1.8 trillion yuan in 2022. In the face of the business opportunities of the times, the traditional retail industry has carried out the exploration and practice of the innovation path of the new retail business model, in order to achieve its fundamental business purpose of reducing cost and increasing efficiency through the new retail and new model. By analyzing the change of business model in the new retail era, this paper explores the innovation path of new retail business model of traditional retail enterprises.

Subjects and methods: (1) Retail + Omni channel. The channel layout of traditional retail enterprises is single, mainly relying on physical stores, service outlets and other places to sell goods or provide services. Omni channel is to break the original single offline channel mode, expand the marketing channels of retail enterprises by means of online and mobile commerce, and enrich customers' consumption scenes. Online and offline channels are not a separate value creation but use advanced technology to realize information sharing and channel integration, so as to bring customers the same brand, service and value. Omni channel layout is not a separate layout online or offline, but to re optimize the internal operation and management of the enterprise. Joint marketing mode, process optimization mode and management optimization mode can be adopted.

(2) Retail + experiential consumption. The advent of the era of experience economy has promoted the development of "experience consumption" mode, and has experienced it in various retail formats, but the current situation is very few successes. The core reason is that most retail enterprises have not changed their thinking mode and business model, and have not mastered the core of "new retail" - through commodity operators. For example, from the perspective of users, the digitization of consumers and commodities is not realized, and the user needs and behavior characteristics cannot be accurately grasped, so it cannot provide a suitable consumption experience. From the perspective of employees, it is impossible to attract and retain talents without reasonable benefit distribution.

(3) Platform strategy. The focus on people in "new retail" not only refers to consumers and internal employees, but also includes business partners upstream and downstream of the industrial chain. Many parties carry out deeper and broader cooperation on a public platform, and finally achieve mutual benefit and win-win results, so as to jointly develop healthily in a constantly improving Internet environment. An enterprise is no longer a single closed enterprise. It connects closely with the market through the Internet and communicates flexibly with consumers at any time.

Results: (1) Innovate in customer value proposition. The basis of business model innovation is the innovation of retail enterprise value proposition. In order to provide goods or services that meet customers' needs, we must clarify customers' value proposition, strengthen communication with customers, understand and meet customers' diverse and unique needs. Retail enterprises should not only provide customers with a good shopping environment, but also pay attention to customers' experience value, adjust the layout and design of stores, and provide convenience for customers' consumption.

(2) Innovate in resource integration. Through the integration of human, financial and material resources of traditional retail enterprises to realize business model innovation. Traditional physical retailers can quickly carry out individual and organizational online business through the platform, accurately locate customers with excellent data ability, integrate resources and their own positioning, or establish their own website, carry out vertical E-commerce business with the help of special categories, and adopt differentiation strategy to choose their own business sales model.

(3) Innovate the business process. Enterprises should use big data, virtual reality, Internet of things and mobile payment to rebuild the business value system. To realize the innovation of business model, we need to innovate the business process of the enterprise, use today's advanced technology to carry out key business activities, manage partnership, analyze customer data, accurately locate customers and quickly collect information about customers. In order to realize the innovation of business model, we need to change the organizational structure including internal enterprises, suppliers, brand owners and customers, and shape a flat and networked organizational structure.

(4) Innovate the profit model. Profit model is the core of retail industry. The current profit model of retail enterprises in China includes commodity gross profit and background gross profit. Some enterprises

have weak commodity profitability and low enterprise profits. These enterprises can use intelligent technology to change a single sales model and improve their corporate image without being limited by time and space. Only by changing the profit model can we completely change the current situation of the development of retail enterprises.

Conclusions: In short, in the era of digital economy, data has become the ultimate important production resource of enterprises. Whoever has the possession and application ability of data will become the most valuable enterprise. Because digitization and information technology improve the overall efficiency of society and enterprises, encourage enterprises to design better business models and improve competitiveness. In the future, mankind will build a smart society, smart business and smart services through the interconnection of all things. All these require the design of digital intelligent interconnected products and services, which will continue to emerge more innovative business models and paths of new retail enterprises, so as to improve the quality of the development of the whole society.

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THE CHARACTERISTICS OF PSYCHOLOGICAL TRAUMA OF IMMIGRANTS BY BRITISH WORLD WAR I POETRY CREATORS

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Background: The first World War from 1914 to 1918 brought great harm to the participating countries and their people. Countless writers have expressed this unprecedented catastrophe in human history from different positions. Rudyard Kipling (1865-1936), Britain's first Nobel Prize winner for literature, who is known as the "trumpeter of the Empire", naturally paid the same attention to the war. Long before the war broke out, he warned the British to be prepared for the coming war in his poems. After the beginning of World War I, he paid close attention to the war process and actively encouraged his son John to join the army and serve the motherland. But as the war became more and more tense, Kipling witnessed more and more death and pain. He began to re-examine his enthusiasm for Empire and war. As early as the first World War, mental disorders among soldiers were found. At that time, the situation on the battlefield was obviously more tense than in previous wars. Some soldiers are emotionally unstable, some are over excited, and some have other psychological disorders. People call this syndrome contusion and think it is the consequence of brain and whole-body concussion caused by shock wave. Today, after research and demonstration, experts began to regard these manifestations of mental disorders as combat psychological trauma. The causes of injury may be the fear and fear of injury or murder, the stimulation of the scene of death of comrades in arms, the guilt of unnecessary killing for self-help, and even extreme physical and mental fatigue. The characteristics and manifestations of combat psychological trauma are various. The most typical is the frustration and indecision when performing the task, the distorted (confused) feeling of the surrounding environment, living alone, stubborn or inexplicably angry and angry. Hysterical spasm and dyskinesia (paralytic dementia, limb paralysis), aphasia and deafness, stuttering, pathological or perceptual changes in different parts of the body may also occur. The movement and secretion of internal organs are often intensified. It can be found that the longer people feel nervous, the greater the possibility of psychological trauma development. Psychological trauma can weaken people's will and promote the spread of alcoholism and drug abuse. During the Vietnam War, such phenomena occurred in the US military. In order to prevent the mental disorders of the combatants and improve the help to the patients, the foreign army is taking some special measures.

Objective: Poetry is the natural expression of people's emotions. After World War I, the leaders of the romantic poetry movement changed the direction of some poets' poetry creation, from emphasizing the harmonious coexistence between man and nature and placing their emotions on nature to reflecting and criticizing the social reality. Therefore, by studying the immigrant psychological trauma of British World War I poetry creators, we can effectively analyze the psychological changes of people after the war.

Subjects and methods: Due to the influence of war trauma over the years, poets will fully express their feelings in their poems. This paper mainly interviews the poets who experienced the British World War I through interviews to analyze their psychological situation, so as to improve their personal spirit.

Study design: It mainly interviewed 20 poets who experienced World War I for 30 minutes.

Methods: Excel was used to make statistics on the performance characteristics of psychological trauma of immigrants, the creators of British World War I poetry.

Results: from a psychological point of view, this trauma model is a disjointed model, which often falls