is divided into four sections. At the end of each section, the subjects took a proper rest, and then tested the success degree of the subjects following the experimental guidance requirement of “only pay attention to the fixation point from the presentation of the cord stimulus to the appearance of the target stimulus”, and scored with a 5-point scale (1 = very unsuccessful, 5 = very successful) to evaluate the success degree of non cognitive manipulation. 36 healthy subjects, 18 men and 18 women, were recruited to rule out possible gender differences in the process of emotional expectation (Galli et al., 2011). All subjects filled in the state trait anxiety questionnaire and Beck depression questionnaire before participating in the experiment to eliminate the possibility of anxiety disorder or depressive tendency. The experiment intends to simultaneously record the activity level of peripheral physiological indexes such as event-related brain potential (ERP), skin electricity, heart rate and skin temperature and frowning electromyography (electromyography index directly related to the negative expression of subjects under negative stimulation), so as to comprehensively reveal how the EEG, peripheral physiological activity level and electromyography activity level related to negative emotion change with expected factors.

Results: Groundwater pollution prevention and control is a general theory in the field of environmental risk of groundwater at home and abroad. There are many core trends in groundwater pollution prevention and control. This paper gives the evolution track, development stage and dynamic change of the research topic.

Conclusion: In recent 40 years, the research on the change law of hot spot migration can be divided into three stages. 2009 is a watershed, and the problem has undergone earth shaking changes. Through the visual analysis of knowledge base system, 12 research hotspots are summarized. Explore the change law of topics in the form of dynamic knowledge map, observe the migration of research hotspots, and provide evidence and discussion for research trends and recent hotspots.

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WHAT IS RELATED TO COST, PRODUCT OR SERVICE - EMPIRICAL DATA AND MARKET SENTIMENT REGULATION ANALYSIS OF SERVICE-ORIENTED LISTED COMPANIES IN CHINA'S MANUFACTURING INDUSTRY
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Background: There is a “service-oriented paradox”, which inhibits the performance in the process of service-oriented due to the rise of operating costs and other problems. There are few studies on how service-oriented affects the cost of manufacturing enterprises. The analysis of the potential market emotional micro behavior under the service-oriented paradox is also one of the contents of this article.

Subjections and Methods: Non ST manufacturing companies listed on A-shares in Shanghai and Shenzhen, China from 2007 to 2019 were selected as samples, and the OLS method was used to study the impact of service level on cost stickiness, as well as the two impact mechanisms of management psychological expectation and resource adjustment cost in the sample of 4826 company years, and the intermediary effect test was used for analysis. In addition, a questionnaire survey is also used to investigate the emotional micro behavior of non ST manufacturing companies listed on A-shares in China. The Chinese version of cognitive emotion regulation scale revised by Wei Yimei in 2008 was used in this study. The scale is a self-report scale, which requires individuals to self-evaluate the cognitive emotion regulation methods used in experiencing negative life events. The scale has 32 items, including 8 cognitive coping strategies, including self-blame, tolerance, reflection, positive adjustment, positive imagination, self-comfort, disaster and blaming others. This scale is divided into adaptive and non adaptive cognitive emotion regulation methods. Adaptive strategies are tolerance, positive adjustment, positive imagination and self-comfort. Non adaptive strategies are self-blame, reflection, disaster and blaming others. The questionnaire adopts the 5-point scoring method (1-5, from “almost never” to “almost always”). The higher the score on a subscale, the more likely the subjects are to use this cognitive strategy. The internal consistency coefficient of the total scale is 0.89, of which the internal consistency coefficients of the eight sub scales are 0.72, 0.68, 0.70, 0.66, 0.81, 0.60, 0.81 and 0.76 respectively. The internal consistency coefficient of the scale in this study is 0.839.

Results: the research shows that with the improvement of service level, the Cost Stickiness of manufacturing enterprises first decreases and then increases, which is, first according to product stickiness and then according to service stickiness. Mechanism research shows that in the early stage of service-oriented, managers' psychological expectations tend to be cautious and optimistic, unwilling to hold more resources, so as to reduce cost stickiness; In the later stage of service-oriented, managers' psychological expectations are often too optimistic and tend to hold more resources, which increases the Cost Stickiness; Under this psychological effect, managers tend to allocate lower adjustment costs in the early stage of service-oriented, so as to reduce cost stickiness; In the later stage of service-oriented, they tend to allocate high adjustment cost resources and enhance the Cost Stickiness in the later stage of service-oriented. Further research shows that made in China 2025 and state-owned enterprises strengthen the relationship between service level and cost stickiness. In addition, in the process of the impact of financial events on anxiety, emotional response plays an intermediary role, and psychological elasticity plays a regulatory role. Financial events are regulated by psychological elasticity through the intermediary effect of emotional response on anxiety. That is, the higher the psychological elasticity, adjust the impact of financial events on anxiety through coping styles and reduce it; On the contrary, the lower the level of psychological elasticity, adjust the impact of financial events on anxiety through coping styles, and increase it.

Conclusion: under the influence of managers' psychological expectation and resource adjustment cost, there is a U-shaped relationship between the service level of manufacturing enterprises and cost stickiness. The study also lacks the impact of different service types on Cost Stickiness. The research results help manufacturing enterprises understand the change law of cost allocation in the process of service-oriented, and have strategic value in promoting the implementation of made in China 2025. At the same time, the scientific use of different enterprise strategies according to the emotional micro changes in different regions should also become the scope of consideration of the manufacturing industry.