

200062

“ ”

IAD

“ ”

IAD

F721.2

A

1005-9245 2024 02-0094-12

”

7

2020

“

” 2022 11

“

”

“ ”

“ ”

2015

2022

“

”

①

“

“

2022-12-13

“

” 20BGL242

“

” 42201280

①

“ ”

<http://www.chinanews.com.cn/cj/shipin/cns/2022/11-02/>

news941948.shtml

” ⑬

⑭

⑮

⑯

⑰

⑱

①

②

③

④

⑤

⑥

⑦ “

⑧ ”

⑨

⑩

⑪

⑫

---

① 2016 2021 10

② 2016 2017 8

③ 2008 5 2013 7

④ “ ” “ ” 2021 6

⑤ 2020 3 “ ” 2021 7

⑥ 2020 5

⑦ 2002 6

⑧ 2015 12

⑨ 2011 6

⑩ “ ”

⑪ 2019 4

⑫ 2020 24

⑬ 2 2012

⑭ ⑩ 2016 12

⑮ ⑪ 2021

⑯ 2

⑰ 2012 5

⑱ ⑬ 2016 12

① ⑭ 2013 4

② 2001 4

③ ⑯ 2006

④ 3

⑤ ⑰ 2018 8

⑥ ⑱ 2017 6

①

②

“ ”

③

④

⑤

“ ”

⑥

“ ”

“ ”

”

“ ”

”

“ ”

Institutional Analysis and Development IAD

IAD

IAD

“

”

⑦

“

”

IAD

---

①

2003 6

②

2016 8

③ H.A.Simon.Administrative Behavior A Study of Decision-making Processes in Administrative Organization Free Press 1947.

④ W.Ocasio.Towards an Attention-based View of the Firm Strategic Management Journal 1997 S1 .

⑤ [ ] .

2010 56-60

⑥

2005- 2021

2022 2

⑦ T.Heikkila Andersson.Policy Design and the Added-value of the Institutional Analysis Development Framework Policy & Politics 2018 2 .



①

②

③

/

“

”

“

”

IAD

---

① E.Ostrom. Background on the Institutional Analysis and Development Framework. Policy Studies Journal, 2011, 1.

② 2022, 42

③ IAD

2016, 5

④ 1988, 3

2.

1982

.....  
” 1992  
” “

”

“ ” “ ” “  
” “ ” “ ”

①

“ ”

“

”

“ ”

1992  
② 1999  
8 2.7 2.3

1

③

21

---

①

6

②

2000 8 23

③

2001 4  
2018

259 2000 12 25

16

1

5.3

6

192460 37652<sup>①</sup>

IAD

1.

“ ” “ ” ②

1

“ ”

---

①

2020

<http://www.chinacoop.gov.cn/news.html?aid=1711930> 2021

②

“ ”

“ ”

“ ”

2015

“

“ ”

” S20200710JM ①

“ ” ④

⑤

“ ”

“

“

”

” ⑥

20

“

”

“

”

“

” ②

“

”

“

”

2020

15%

③

23%

+ + +

①

②

③

2020

<http://www.chinacoop.gov.cn/news.html?aid=1711930>

④

⑤

“ ”

⑥



①

2020

5.3

②

“ ”

“ ”

1.

20

“ ”

“ ”

“

” S20200527JL

2.

①

“

14

9

Q20200721ZR

”

“ ” “ ” “ ”

“ ”

1.

“ ”

②

“ ”

“ ”

“

①

②



“ ” “ ”

IAD

“ ”

“

”

S20200710JL

## Research on the Comprehensive Reform of China's Supply and Marketing Cooperatives in the New Era The Logic of Change and the Synchronous Field

ZHANG Ran ZHANG Rui

School of Public Administration East China Normal University Shanghai 200062

**Abstract:** Currently China's Supply and Marketing Cooperatives (SMC) that prioritize agricultural services are facing issues of repositioning and redevelopment. Based on the theme of "Where should SMCs go in the New Era" and by integrating the perspective of attention change and institutional analysis and development (IAD) framework the article carries out a systematic review on SMCs' evolving path and change logic followed by the analysis of SMCs' present stage. The research indicates that the SMCs in the new era shall follow the logic of attention change and thus exhibit the characteristic of a gradual change given the temporal context in which the state calls for different roles of SMCs in rural construction in different periods. In the long run SMCs shall grasp the internal logic of historical evolution "four different" organizations and serve the Party and national strategies. In the short term under the guidance of governance attention reform directions and measures could be explored from the perspectives of the national level as well as the supply and marketing system with the aim to booster SMCs' comprehensive reform and their effective service to the rural revitalization strategy.

**Key words:** the New Era Supply and Marketing Cooperatives Comprehensive Reform Attention Change IAD Framework