The Study on the Fight against Epidemic by the "March 3rd" Culture of the Zhuang Nationality Based on the Virtual Enterprise

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Abstract: With the integration of ancient and modern, the Zhuang "March 3" culture, which is an intangible cultural heritage for a thousand years, has evolved into the positive energy of the "cloud" and a new cultural force in the Internet + era. Relying on the VT and IT advantages of virtual enterprises, the content system of Zhuang's "March 3" cultural war against the epidemic is constructed. Including forms of virtual enterprise based on "cloud" song war outbreak, "cloud" art war outbreak, "cloud" war outbreak, "cloud" to return to work on, and based on the content of virtual enterprise "SAN Yue SAN" brand alliance to return to work, "SAN Yue SAN" virtual value chain to return to work, "SAN Yue SAN" collaborative virtual war outbreak of cooperation, the inheritance of Zhuang culture and the culture wars "SAN Yue SAN" theory is new progress.

1. Introduction

Guangxi has actively drawn the power of the war on the epidemic from the traditional culture of Guangxi. Zhuang "March 3" and other outstanding Chinese culture's spiritual power, positive energy dissemination, in the new crown war epidemic, the credit. Big data, VR (virtual reality) platforms, and other forms of virtual enterprises, virtual consortiums, virtual teams, and other content virtual enterprises, in the new crown war epidemic, the results are outstanding. "March 3" culture provides content and concept support for virtual enterprises, and virtual enterprises provide technology and platform support for March 3" culture, combining culture and technology, complementing each other, and cooperating to form the cultural great wall and the virtual great wall of Guangxi war epidemic, not only to Guangxi regional culture It is not only of practical value for cultural heritage, positive energy dissemination and cultural epidemic fighting in Guangxi region but also provides academic inspiration for cultural epidemic fighting in China in response to unknown public emergencies [1].

2. Virtual Enterprise War Epidemic and Zhuang "March 3" Cultural War Epidemic

2.1. Virtual Enterprise Theory and Warfare Epidemic Practice

In 1991, Preiss K, et al. (1991), the founder of virtual enterprise theory, used the new barrel (long and longboard) theory for the first time to realize agile manufacturing in the form of virtual enterprises to enhance the competitiveness of enterprises, relying on virtual technology (VT) and information technology (IT). [2]

2.1.1. Formal Virtual Enterprise

Sarmento et al. (Sarmento M, et al., 2019) argue that a formal virtual enterprise is one in which the functions of R&D, production, sales, and branding of the enterprise value chain are all realized on an Internet platform (virtual space). [3] Silva et al. (Silva A, et al., 2018) emphasize the role of the Internet in determining the virtual dimension and virtual cooperation networks. The virtual reality (VR) network is formed by linking customers and suppliers through VT and IT, which is essentially an Internet Enterprise (IE) with a virtualized physical form at the terminal level.[4] Boko (Bokolo A J, 2019) proposes that the form of the virtual enterprise includes basic operational models such as platform operator, e-commerce, virtual experience, and new media.[5]

2.1.2. Content Virtual Enterprise

Han et al. (Han S, et al., 2017) argue that content virtual enterprise is a mode of operation based on core competencies, selective non-proprietary cooperation with external organizations with the help of VT and IT, and the use of their brands for the results of the cooperation.[6] Sitek et al. (Sitek P, et al., 2010) emphasize that content virtual enterprise corresponds to externalization of the value chain and dynamic alliances. The essence is the Agile Enterprise.[7] Polyantchikov et al. (Polyantchikov I, et al., 2017) propose that the content virtual enterprise includes the basic modes of operation such as business outsourcing and virtual consortia [8].

2.1.3. Virtual Enterprise Warfare Epidemic Practice

Relying on VT and IT, the form virtual enterprises respond to the ecological position safety distance with virtual zero distance, and the content virtual enterprises have the advantage of new barrel 1+1>2 inter-temporal cooperation, and the two are mutual and complementary, playing virtual reality platform (O2O "no contact" service platform, virtual social APP, etc.) in the new crown war epidemic, the virtual reality platform (O2O "no contact" service platform, virtual social app, etc.), virtual reworking platform (VR reworking platform, teleworking platform, etc.), spiritual and rapid diagnosis and treatment platform (square cabin hospital, counterpart alliance, etc.), virtual R&D drug platform (virtual R&D consortium, virtual R&D team, etc.), etc. Virtual enterprises are not only the virtual Great Wall of the New Crown War Epidemic, but also the credit of the New Crown War Epidemic China model and China results, and the technical carrier and practice platform for low-cost and highly effective implementation of the cultural war epidemic.

2.2. Zhuang "March 3" Culture and Warfare Epidemic Practice

2.2.1. Zhuang "March 3" Culture

The Zhuang "March 3" is a spontaneous national customary festival, and the natural, simple and free original ecological form of Zhuang folk self-organized culture has been fully inherited. The core elements of Zhuang March 3 culture are "beauty, song, love, and movement", and these

cultural elements are integrated and naturally formed together to form the March 3 culture. Beauty means food (colorful glutinous rice plates, colored eggs), beauty decoration (colorful Zhuang costumes); song means to convey love by song (talking about love by song), to express the meaning by singing (singing about happy life); love means small love (embroidery ball to convey love, touching colored eggs, remembering ancestors), big love (loving hometown, national unity as one family); movement means activities (grabbing flower cannon, playing flattening, playing copper drum), labor (mountain songs and Zhuang dances are taken from labor life). [9] The culture of Zhuang "March 3", which is a thousand-year non-foreign heritage, has evolved into positive energy and new power of cultural warfare in the era of the Internet+ "cloud".

2.2.2. Zhuang "March 3" Cultural Warfare Epidemic Practice

March 3" is an important card of Zhuang and Guangxi regional cultures. Not only can it pass on ethnic customs and culture, but also spread positive energy and convey wisdom and confidence in fighting the epidemic when there is a sudden public epidemic.

(1) "Eat" for health

The natural and seasonal snacks of Zhuang "March 3", such as five-color glutinous rice board, Zhuang dumplings, and mugwort patties, are not only ethnic food on the tongue but also green and healthy food. Xin Guan rejects wild food, eliminates indiscriminate eating, and promotes a balanced and healthy diet. The food culture of Zhuang "March 3" follows the natural season and originates from a natural diet, which coincides with the concept and expectation of "eating" for health (epidemic enters from the mouth, epidemic comes from the mouth) of New Guan to fight against the epidemic. "It provides the cultural wisdom of "eating" for the immunity of New Crown. With the cultural context of "eating" in Zhuang "March 3", we can spread the positive energy of "eating" for health and "eating" for immunity. Eating" culture can be used to spread the positive energy of "eating" for health and "eating" for immunity, and enhance the effectiveness of "eating" culture in the fighting epidemic.

(2) "Move" for health

The Zhuang "March 3" folklore festivities such as grabbing flower cannons, playing squash, playing copper drums, etc. are not only national sports on the toes but also national sports and fitness sports. Natural human immunity is the natural defense of the new crown, and immunity in addition to the "eat" path, there is also the "move" path (life lies in sports, health lies in sports). Although it is inconvenient for social people to exercise in groups during the epidemic, natural people exercising at home and social people exercising in the "cloud" is naturally consistent with the concept and expectation of "moving" for health in the fight against the new crown epidemic. "It provides a cultural revelation of "moving" to fight the epidemic. With the cultural context of "March 3" of Zhuang people, we can spread the positive energy of "moving" for health and "moving" for immunity. The positive energy of fighting epidemics, such as immunity, can enhance the effectiveness of "moving" culture in fighting epidemics.

(3) "Singing" to promote the war epidemic

Zhuang's "March 3" festival is also known as the "Song Festival", "singing" out of health, and "singing" out of positive energy is also a major feature. The theme song of the Zhuang "March 3", represented by "Guangxi Ni's Ya", is not only a unique Zhuang folk song but also known as the new cultural card of Guangxi. During the new crown, the content and expression of the song dike also evolved from the physical proximity of the traditional love songs (in person) to the virtual zero distance (online) "cloud" singing national unity war epidemic, glorifying the heroes on the front line of the war epidemic. During the new crown war epidemic, the Zhuang dialect mountain song "new crown pneumonia prevention and control mountain song" and other online songs, "cloud" songs to help the Guangxi war epidemic, and "singing" to promote determination and positive energy of the

war epidemic.[10]

(4) "Singing" for the economy

During the new crown, the Zhuang mountain song "resume work and resume production to do", "epidemic control can resume work" and another online song dike hot online, to promote Guangxi to resume work and resume production with mountain songs, sing to promote confidence and vitality of Guangxi's economic recovery. Around the theme of "fighting the epidemic, promoting the resumption of work", the "different March 3" (Internet) features for three consecutive years from 2020 to 2022, not only holding a series of innovative and creative online cultural activities but also building an e-commerce platform for the first time, relying on Virtual enterprises to "March 3" to promote consumption, to "March 3" to revitalize the economy, to promote Zhuangxiang style, promote Zhuangxiang specialties, "singing" to promote the resumption of work, " Singing" to promote the economy, the song pueblo to help the war on the epidemic, run to well-off. [11]

3. Virtual Enterprises to Provide Technical Support for Zhuang "March 3" Cultural Warfare Epidemic

3.1. Virtual Enterprises Provide Technical Support for Distance Warfare Epidemics

Virtual corporate warfare epidemic and cultural warfare epidemic practices show that the social human ecological position distance facilitates the convergent evolution of new crowns and the natural human immunity distance facilitates the self-limiting evolution of new crowns. As a social person, the epidemic tends to converge (positive) evolution; conversely, diffusion (reverse) evolution. [12]

At the same time, as a natural person, immunity is the best new crown defense from the epidemic source, epidemic middle, and closing perspective. A natural person who has a balanced diet (dietary supplements, medicinal therapy) and moderate exercise is conducive to immunity against unknown viruses and bacteria such as New Crown and promotes self-limiting (positive) evolution of the epidemic with immune distance.

The advantages of VR and other virtual space-time zero distance (to cope with the ecological distance, such as replacing the flow of people and traffic with the flow) and the advantages of the new barrel cooperation (to cope with the immunity distance, such as the square cabin hospital, virtual R & D team) of the virtual consortium of the virtual enterprise are conducive to the low cost and high effectiveness of the March 3 cultural warfare epidemic. Provide VT and IT support.

3.2. Epidemic Source Perspective Technical Support Two-Dimensional Distance Warfare Epidemic

The virtual enterprise implements a two-dimensional distance between the epidemic source and nature (host) and provides technical support from the epidemic source perspective for the Zhuang "March 3" cultural warfare epidemic.

3.2.1. The Great Ecological Wall

The form of virtual enterprises of the Internet + low-carbon, digital economy, the content of virtual enterprises of virtual R & D, virtual production, is conducive to the source of ecological civilization to achieve harmony between human and natural ecological position, is the "March 3" cultural war epidemic of the natural ecological Great Wall.

3.2.2. The Great Wall of Information

"March 3" culture provides publicity content corresponding to the two-dimensional distance between ecological position and immunity, the form of virtual enterprises to maintain a two-dimensional distance between people and host animals to play the role of publicity platform, the Great Wall of information.

3.2.3. Epidemic in Perspective Technology Support Two-Dimensional Distance Warfare Epidemic

The virtual enterprise implements two-dimensional safety distance of ecological position and immunity in the epidemic for healthy people and patients with the epidemic and provides technical support in the epidemic for Zhuang "March 3" cultural warfare epidemic.
(1) The Great Wall of Early Warning
The form of a virtual enterprise big data platform for epidemic warning, real-time monitoring, etc. to play the role of the Great Wall of early warning, "March 3" is the form of literature and art to "cloud" end of the warning dissemination.
(2) The Great Wall of Medicine
The content of the virtual enterprise's Lingjie diagnosis and treatment platform shows the role of the Great Wall of medical treatment in the square cabin hospital, "March 3" song pike war epidemic a line of heroes.
(3) Virtual Great Wall
The VR platform of O2O life, virtual classroom, remote office, etc. of virtual enterprises in the form of the "March 3" showcases the role of the virtual Great Wall, while providing a virtual platform and data carrier for the "March 3" "cloud" singing, "cloud" collection, and "cloud" transmission. The "cloud" transmission provides a virtual platform and data carrier.
(4) The Great Wall of Immunity
The content of the virtual enterprise virtual R & D consortium, virtual R & D team, and other efficient R & D (quasi) vaccines, (quasi) special drugs, quickly build up the Great Wall of immunity, "March 3" is a vivid display, song dike these war on epidemic results.

3.2.4. Closing Perspective Technical Support for Distance War Epidemic and Restoration of Order

Virtual enterprises to promote the restoration of normal economic and living order, for the Zhuang "March 3" cultural war epidemic to provide the closing angle of technical support.
(1) The Great Economic Wall
From the form of virtual enterprises without shutdown, less shutdown virtual enterprises to provide basic support for the full resumption of work and production, play the role of the Great Wall of the economy, and for the "March 3" "Wen" to promote the economy, "art "war on the epidemic to provide a propaganda position.
(2) The Great Wall of Order
Virtual enterprises 24 hours for the restoration of normal economic and living order to play the role of big data, virtual cooperation, and the Great Wall of order, while providing a "cloud" platform and cooperation services for the "March 3" song dike after the epidemic era of harmony and normal order.

4. The Zhuang "March 3" Cultural War Epidemic Content System Based on Virtual Enterprises

4.1. Zhuang "March 3" Cultural Warfare Epidemic Content Based on the Form of Virtual Enterprises

Relying on the form of virtual enterprises, the construction of the Zhuang "March 3" cultural warfare epidemic content system is conducive to the Zhuang "March 3" cultural effects of diversified applications in the new crown warfare epidemic, resume work and production, and unknown public emergencies.

4.1.1. "Cloud" Song War Epidemic

In 2020-2022, the online "Zhuang March 3 Ba Gui Carnival" "March 3" cultural festival and other cultural programs to the global invitation to "singing on the cloud, cloud tour Ba Gui". Patients and medical staff in quarantine, staff at the front line of the war on the epidemic, or people at home can hear the positive energy of the March 3 cultural war on the epidemic sung in different parts of Bagui from the "cloud". The poetry performance "Winning the Battle with the Same Boat" and the mountain song "Different March 3" are the most resounding voices of national unity and unity in the battle against the epidemic in 2020-2022. The "March 3 of Zhuang Health Spring Sound" health culture publicity service month activities, using the O2O cloud platform, vigorously promote the knowledge of epidemic prevention and control, and advocate a healthy and civilized lifestyle, has been widely praised and participated by people of all ethnic groups in Guangxi and the country. [13]

4.1.2. "Cloud" Art Warfare Epidemic

Children from all over Bagui also enthusiastically participated in the "cloud" art war epidemic and the children's war epidemic. The "Cloud" platform is used to share the "Cloud" artworks with all walks of life, especially war heroes. Millions of teachers, students, and parents of all ethnic groups in Guangxi relied on the VR platform to carry out online activities on the theme of "March 3". "The "cloud" artworks of the war on the epidemic, such as "ethnic food, home tongue war", are not only ethnic art on the fingertips, but also cleverly combine the spirit of love, patriotism, good wishes to the heroes of the war on the epidemic and the rich Zhuang township style and culture. The "March 3" culture is integrated.

4.1.3. "Cloud" Warfare Epidemic

From 2020 to 2022, online activities such as "Zhuang March 3 Ethnic Sports Dazzling Living Room Marathon" will rely on the code sweeping APP to help "run" for health and "run" to fight the epidemic, and simultaneously It also launched an online ethnic sports exhibition hall, comprehensive sports games and ethnic sports fitness classes to realize online sports and home "cloud" movement to fight the epidemic. During the epidemic period, traditional festival sports such as Zhuang "March 3" parade, bamboo dance, embroidery ball tossing, trekking, and blessing tours evolved into home fitness, a "cloud" tour of Bagui, online competitions, and other "moving" sports. "This not only broadens the vision and value of the March 3 sports culture, but also incorporates movement in strength and beauty, and conveys "cloud" and "epidemic" from multiple angles and levels. The "cloud" is the positive energy of moving and fighting the epidemic and fitness.[14]

4.1.4. Resuming Work on the "Cloud"

Relying on the BAGUI colorful cloud, Guangxi 5G "cloud promotion" and other forms of virtual enterprises, Guangxi innovation to implement the "no meeting" service, and open "cloud" to resume work and production. With the help of the "March 3" business cards, "cloud" investment, "cloud" recruitment, etc. promote Guangxi to resume work and production. Hechi City uses Liu Sanjie's hometown and "China's longevity of the hometown" reputation, relying on the VR tourism platform, "March 3" day to start "Liu Sanjie hometown, resume work and production busy" of The "song fairy" culture promotes the resumption of work and production fast forward button. Through the "March 3" cloud video link, singers of various nationalities in Guangxi sang the "anti-epidemic situation and promote production" mountain song, "cloud" singing the eight Gui land people diligent spring early, orderly resume work and production, sowing hope. Vivid picture scroll.

4.2. The Content of Zhuang's "March 3" Cultural Warfare Epidemic Based on the Content of Virtual Enterprises

4.2.1. "March 3" Brand Alliance to Help Resume Work

During the period of dynamic clearing and precise war epidemic, the "Zhuangmei Guangxi March 3 Warm Heart Life Festival" in 2020, "eNet Joyful Shopping" on March 3 in 2021, "March 3" in 2022, and "March 3" in 2022 were held. The brand activities of cultural tourism consumption such as "cloud live", so that the masses of all ethnic groups can feel the atmosphere of traditional national festivals in Guangxi without going home, at the same time, the famous and excellent products of 14 districts in Guangxi, such as "Liuzhou" cars in Liuzhou, Guilin rice noodles in Guilin, and sea duck eggs in Beihai. The thousands of O2O cultural activities of "March 3 of Zhuang" from 2020 to 2022, relying on the 1+1>2 new barrel competition Advantage (Guangxi's famous and excellent products form a collective brand), successfully created three collective brands of landscape Zhuangxiang, Gui products out of the countryside and ecological Guangxi, enhanced the influence of the "March 3" special brand alliance, realized the digital transformation of traditional service industries such as retail, accommodation, catering, tourism and recreation, and efficiently promoted Guangxi's comprehensive resumption of work and production. and electric businesses to help farmers.[15]

4.2.2. "March 3" Virtual Value Chain to Help Resume Work

To cooperate with dynamic clearing, Nanning City and Baise City play the advantage of virtual value chain new barrel external cooperation, using the content of virtual enterprises of virtual R & D (R & D outsourcing, R & D consortium), virtual production (production outsourcing, production consortium), virtual team (cross-time, new barrel cooperation team), on the one hand, to minimize the shutdown, on the other hand, for the resumption of production to provide cross-regional, cross-enterprise On the other hand, it provides cross-regional, cross-enterprise, cross-team virtual cooperation (outsourcing or consortium) support. Nanning and Baise business departments through the Zhuang "March 3" diversified cultural transmission, and consumption activities to boost consumer confidence, release consumption potential, and help virtual enterprises to resume work and production and consumption to help farmers.[16]

Guilin City uses the "March 3" business card to implement virtual enterprise models such as "cooperative + farmers" and "brand enterprise + farmers". (technology, capital, and other value chain link advantages) and farmers (land, manpower, and other value chain link advantages) using the new barrel theory to form a virtual consortium, and jointly realize the virtual value chain competitive advantage. Under the role of "March 3" cultural ties, the cooperative has achieved a

win-win situation in terms of profitability and income of farmers, which has greatly promoted the resumption of production and industrial revitalization in Guilin.

4.2.3. "March 3" Collaborative Virtual Cooperative Warfare Epidemic

In 2020 Wuhan war epidemic Guangxi sent 8 batches of medical and nursing personnel (virtual team) to assist Hubei, in 2022 guard "Shanghai" war epidemic Guangxi sent 4 batches of medical and nursing personnel (virtual team) to support Shanghai, new barrel 1+1>2 cooperation to form a square cabin hospital (virtual consortium) war epidemic, the children of Bagui carry out "The children of Ba Gui carried out the cultural activities of "dedicating to the heroes of the same hometown", and dedicated the "March 3" embroidery ball and food to the heroes, and praised for the collaborative war on the epidemic.

5. Research Conclusions and Implications

5.1. Research Findings

Zhuang's "March 3" culture provides "eating" for health, "moving" for health, "singing" for the epidemic, and "singing" for the economy. "The virtual enterprises provide virtual "cloud" platform, "cloud" service, virtual consortium, virtual team, and other technical support for the cultural war epidemic content. Collaborate to build "cloud" song war epidemic, "cloud" art war epidemic, "cloud" motion war epidemic, "cloud" reworking and branding The system of Zhuang "March 3" cultural warfare based on the support of virtual enterprises, such as the alliance warfare, virtual value chain warfare, and virtual cooperation warfare, promote the cultural heritage of "March 3" and the dissemination of positive cultural energy, and at the same time, realizes the "March 3" cultural warfare at low cost and high effectiveness. "March 3 Cultural Warfare.

5.2. Research Insights

Relying on the VT and IT advantages of virtual enterprises, the content system of Zhuang's "March 3" cultural war epidemic is constructed, which is a new advancement to the inheritance of the "March 3" culture and cultural war epidemic theory. Combining the traditional culture war epidemic of "March 3" with the modern technology war epidemic of virtual enterprises, reflecting the integration of ancient and modern, and the new idea of integrating culture and technology. While the theory and practice of virtual enterprise warfare and cultural warfare are still in their infancy and embryonic application, the study of March 3 cultural warfare based on virtual enterprises provides experience and inspiration for the use of modern virtual technology combined with traditional Chinese culture to cope with public emergencies in the context of Internet+.

Culture is the soul and lifeblood of the nation and the region, and it is also the image and business card of the nation and the region. In the era of virtual enterprise, how to maximize the cultural connotation of Zhuang culture and Guangxi regional culture as important content, carrier, and symbol of Zhuang "March 3", spread cultural business cards, promote cultural consumption, fight epidemic and promote economy with cultural self-confidence and positive cultural energy, as well as play a full range of functions and roles for Guangxi's economic development and construction of a strong cultural region? Function and role, are worth further study and deep thinking.

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